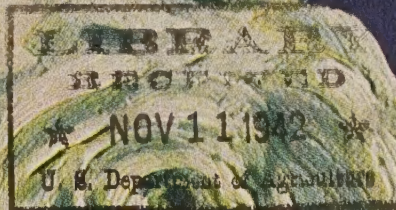


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

*Our New
Ranunculus
"Dawn of
Peace"*

1942-43



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND



IRIS KAEMPFERI

Among the most gorgeous of all flowers, their rich colorings, silky petals and lovely form make them known as Rainbow Iris or Orchids of the Garden.

Every garden should display them, in masses, around pools, or in the border.

Easily grown, not only are their flowers most gorgeous, often eight inches across, but after their long blooming season, from May to July, the foliage is very attractive.

We have a grand collection of large-flowered Iris kaempferi.

Group I Violet and blue shades, with white ground and golden centers.

Group II Deep blue shades.

Group III Light blue shades.

Group IV White, some with faint pencillings.

Group V Lovely opalescent tones of mauve and pink.

Group VI Marbled or veined types, in tones of violet, purple and blue, with lighter or white background.

Price of the above groups:
Each 50c, dozen \$4.50

COLLECTIONS

One each of the six,
for \$2.50

3 each of the 6 (18 plants),
for \$6.75

Rainbow Mixture Iris Kaempferi

Contains all colors, in both single and double types, a wonderful blend.

3 for 85c; dozen, \$2.75; 100
for \$15.00

Plant Iris kaempferi in full sun or partial shade, in soil into which you have spaded peat moss or leaf mold. Fall is the best time to plant, as they are somewhat dormant at that time. Give them an abundance of water in their growing season, early spring until fall.

PAUL J. HOWARD'S *California Flowerland*

11700 National Blvd.

•

Los Angeles, Calif.

TELEPHONES

From Los Angeles—ASHley 4-2951 From West Los Angeles—ARizona 3-1171
From Santa Monica—Dial 4-2755



*WE BELIEVE in America and all for which it stands.
We believe in Americans, in happy, peaceful gardens.
We believe in America and its sacrifice to bring peace to all.
We believe that crops of fruit, vegetables and flowers bring
the health and happiness and sustenance that come from
working in the earth, and in the staunch morale which
these things inculcate in the heart.
We believe in fighting where and when we have to for peace.
We believe in fun, joy and laughter where and when we can
find it, in Garden and in Home.
Every Tree — every Plant — every Seed adds to the life and
resources of man. Let's Garden. Let's fight for peace in it.*



PAUL J. HOWARD



ANEMONE HIS EXCELLENCY
Mammoth Bulbs, Dozen 75c



ANEMONE BLUE POPPY
Mammoth Bulbs, Dozen 75c



ANEMONE ST. BRIGID—Double Flowers
Mammoth Bulbs, Dozen 75c

Paul J. Howard's California Flowerland

Anemones

Brightly colored, resembling large poppies, Anemones are among the most popular spring flowers for cutting and garden display.

We are constantly improving our strains, by rigidly discarding from the crop all inferior flowers. Each year's harvest is better than the last, producing robust growing plants with large flowers on strong erect stems, for long-lasting cut flowers.

Lovely Anemones in Separate Colors

Blue Poppy. Large violet blue, with black center. Bouquets of one color are especially effective.

His Excellency. Vivid scarlet, silvery white base and black center; very large and showy.

The Governor. Dazzling rich scarlet, semi-double, on tall, stiff stems for cutting.

White Poppy. A lovely dazzling white flower, with faint green center; new and fine.

Price of the above named varieties:

Mammoth Bulbs—Dozen, 75c; 100, \$5.00
Large Bulbs — Dozen, 50c; 100, \$3.50

California Flowerland Mixture

Brilliant and varied colors ranging from many tones of pink and lavender to rich blues and brilliant scarlet, many with pure white zone surrounding black centers.

Mammoth Bulbs—Dozen, 75c; 100, \$5.00
Large Bulbs — Dozen, 50c; 100, \$3.50

Green Plants of Anemones and Ranunculus

We grow great quantities of both Anemone and Ranunculus plants in our plant band pots, each a large, vigorous growing plant. This is the ideal way to grow Anemones and Ranunculus for quick, sure results, and for indoor pot plants.

Price of either Anemones or Ranunculus: **Dozen, 75c; 100, \$5.00, not prepaid.**

How to Grow Anemones and Ranunculus

Anemones and Ranunculus are of easy culture. They should not be planted before the last week in September. Soak the bulbs two or three hours in water, before planting, or start them in moist sand. Then plant them out in well-prepared soil, Ranunculus with the prongs down, Anemones with the smooth, or pointed side down. Cover about one inch. Space the bulbs from 6 to 12 inches apart, depending on the size of the bulbs. A sunny situation and good drainage are essential.

Do not use peat soil.

In California and the South, Anemones and Ranunculus are best planted in fall. Where winters are cold, plant bulbs as soon as frost is out of the ground.

MAIL ORDERS

Ranunculus and Anemone bulbs mailed postpaid. Plants go by express, charges collect. Because of packing costs, we cannot fill orders for less than \$1.50.

DOUBLE FLOWERED ANEMONES

St. Brigid. Lovely double and semi-double flowers of large size, in a wide range of rich and brilliant colors.

Mammoth Bulbs—Dozen, 75c; 100, \$5.00.
Large Bulbs— Dozen, 50c; 100, \$3.50.

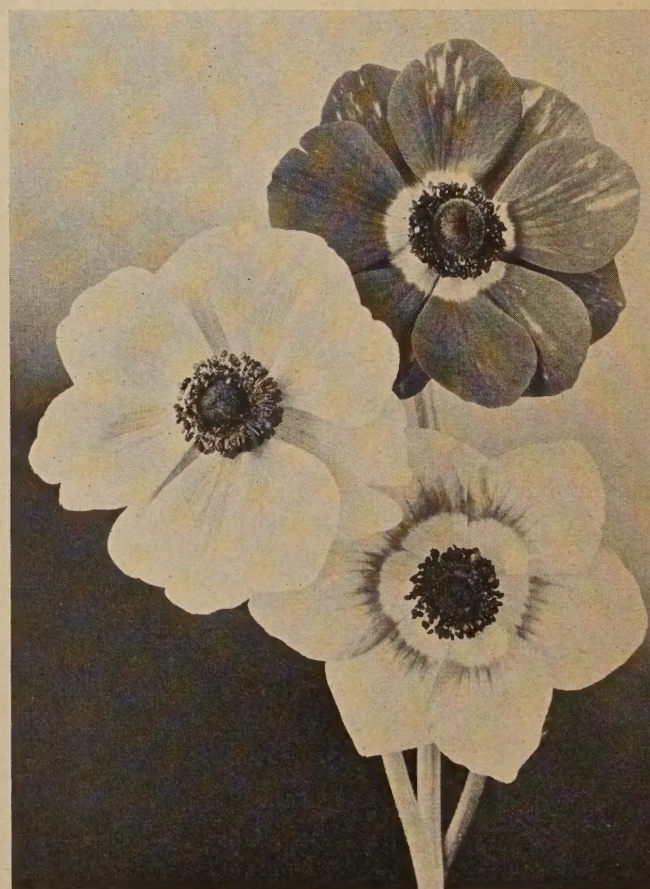
DWARF ANEMONES

St. Bavo. A charming new variety, in color range like our California Flowerland mixture, but growing only four or five inches high, with broad, attractive foliage, and broad petalled flowers. For low bedding effects and in rockeries, they are most attractive. **Dozen, 50c; 100, \$3.50.**

AMERICAN FLAG GARDEN

We can think of no combination of flowers that will all bloom at the same time, that more nearly approaches the true red, white, and blue colors of our United States Flag.

SPECIAL FLAG OFFER. 25 each of Blue Poppy, His Excellency (red), and White Poppy Anemones.
75 bulbs for \$2.65 postpaid



CALIFORNIA FLOWERLAND ANEMONES

Giant Ranunculus

These lovely Ranunculus are among the showiest and most satisfactory spring flowers for the Southland, making as fine a display in the garden and in floral arrangements as Tulips do in northern gardens.

California Flowerland Mixture

The most magnificent strain of Ranunculus in existence. The flowers are large and fully double or semi-double, with many broad petals of silky texture. The color range is remarkable, from white and cream, through yellow, brilliant orange and scarlet, to crimson, rose, and shades of pink.

Ranunculus have a long blooming season; starting in earliest spring, they present a colorful display, and you may continue to cut their lovely flowers for many weeks.

PAUL J. HOWARD'S

Giant Ranunculus California Flowerland Mixture

Super Jumbo Bulbs — Dozen, 90c; 100, \$6.75

Extra Large Bulbs — Dozen, 50c; 100, \$3.50

RANUNCULUS BARGAIN

Fine strain of Mixed Colors, large, double and semi-double flowers in a complete range of colors.

Flowering Size Bulbs:

2 Doz. for 50c; 100 for \$1.50

1000 Bulbs for \$10.00, prepaid

Ask for Ranunculus Bargain R-2

Our New White Ranunculus "DAWN OF PEACE"

A wonderfully improved strain of giant White Ranunculus with immense double blooms, with petals of silky texture, white and creamy white, often lighted by greenish glow in the center. You will be delighted by the artistic effects in floral arrangements. Beds of this finest strain of white ranunculus ever offered, will produce a wealth of bloom over a long period.

Selected Bulbs: Dozen 90c; 3 dozen \$2.50; 100, \$6.75

Separate Color Blends

Orange Shades. A new color blend, and one of the loveliest. Brilliant deep orange, tawny orange and golden orange shades. The flowers are huge and double, beautifully formed, on strong stems. Solid beds of this blend attract immediate attention, because of the unique and startling coloring, different in effect from any other flowers.

Red Shades. Vivid red, scarlet, crimson, startlingly brilliant in effect.

Pink Shades. Exquisite soft shades, ranging from pale pink to deep rose, choice for cutting.

White and Cream Shades. Ranging from pure white to creamy white.

Yellow Tints. Lighter in tones than Golden Yellow, from soft creamy yellow to buttercup yellow.

Golden Yellow. Bright golden yellow. These two strains of yellow, planted with the White and Orange, will produce a magnificent spring effect in the garden.

Prices of above color blends:

Extra large bulbs—Doz., 75c; 100, \$5.00

Large bulbs — Dozen, 50c; 100, \$3.50

GROUP OFFER

12 Bulbs of each of the 6 Separate Colors
72 Bulbs in all, for

\$2.75 postpaid.

Ask for Group R-1.

OUR NEW ORANGE SHADES RANUNCULUS
Unique and Distinctive



California Flowerland **DAFFODILS**

Daffodils and Narcissus should be more freely planted, for no other group of flowers so freshly heralds the joyousness of spring.

The appreciation of these wonderful bulbous flowers is increasing rapidly, with the introduction of varieties that are so well adapted to California gardens. Charming displays of daffodils are one of the features of our spring flower shows, and superb varieties can now be had at reasonable prices.

LARGE TRUMPET DAFFODILS

The flowers of this class are distinguished by the large trumpet or crown, which is usually as long as, or longer than the petals.

King Alfred. The most popular of the giant trumpet class, for California planting. Early flowering, bearing immense clear yellow blooms, the trumpet beautifully frilled.

Mammoth Bulbs, 2 for 35c; dozen, \$1.75; 100, \$12.00.

Large Bulbs, dozen, \$1.25; 100, \$8.50.

Olympia. Large frilled golden yellow, a most satisfactory bloomer, and fine for planting with King Alfred and Tresserve. Its flowering period is just between the two. **3 for 45c; dozen, \$1.50; 100, \$10.00.**

Tresserve. Distinct and lovely blossom of huge size, with long trumpet of bright canary yellow, deeply fringed, petals lighter yellow, curving around the trumpet. **3 for 45c; dozen, \$1.50; 100, \$10.**

Spring Glory. Favorite garden daffodil, very showy and early flowering, with clean white petals and long chrome yellow trumpet with prettily reflexed brim. **Dozen, \$1.25; 100, \$8.50.**

KING ALFRED DAFFODIL

Each of our mammoth bulbs produces 3 to 5 spectacular blooms.



La Vestale. One of the most charming of all. Pure ivory petals and large, deep cream-colored fluted trumpet make a daffodil of unusual grace, form and daintiness. Blooms freely and naturalizes wonderfully in California. **3 for 95c; dozen, \$2.85; 100, \$20.00.**

Mrs. R. O. Backhouse. The famous "pink Daffodil". Ivory white petals, long slim apricot-pink trumpet, with deeply frilled edge. Delicately beautiful, long lasting, early. **Each, \$1.35; dozen, \$14.00.**

W. P. Milner. A charming free-flowering white, lovely for naturalizing and in rock gardens. **3 for 65c; dozen \$2.00; 100, \$17.50.**



MOONSHINE DAFFODILS AND SINGLE JONQUILS

A Charming Combination

Pictured above is the charming Triandrus Hybrid Daffodil, Moonshine, arranged with the fragrant Single Golden Jonquil. For exquisite charm, these two flowers cannot be excelled. Both are easily grown in the garden and bloom very freely.

Moonshine. This is one of our favorites; the star-shaped creamy white flowers, often three to a stem, droop gracefully. Plant them in groups in sun or part shade, and they will make themselves right at home in your garden, blooming year after year. For cutflowers, too, try them in a small vase.

Heretofore quite expensive, an increased planting allows us to offer them at such a low price this year that everyone can plant a quantity of the bulbs.

3 for 50c; dozen, \$1.65; 100, \$11.00

Single Golden Jonquils. 3 for 30c; dozen 95c; 100, \$6.75. See page 6.

SPECIAL COMBINATION OFFER

12 Moonshine Daffodils }
12 Single Golden Jonquils } **for \$2.50 POSTPAID**

50 Moonshine Daffodils }
50 Single Golden Jonquils } **for \$8.25 POSTPAID**

SPRING GLORY TRIO

Three wonderful daffodils that, planted together, will provide a glorious floral display for a long season—King Alfred, first to bloom, followed by Spring Glory, then Tresserve.

SPECIAL COLLECTION OFFER—"SPRING GLORY TRIO"

12 King Alfred }
12 Spring Glory } **36 Giant Daffodil Bulbs \$350**
12 Tresserve } **For only POSTPAID**

and NARCISSUS

Leeds Type Daffodils

Distinguished by white petals and white, or nearly white crown, sometimes tinged with apricot. Graceful and lovely, some are as large as the Trumpet Daffodils

Hera. Broad creamy white petals, deeply frilled cup of pearly white, edged pale primrose yellow. **3 for 30c; dozen, \$1.00; 100, \$7.50.**

Mrs. Nette O'Melveny. A dancing daffodil with pure white perianth and cup of clear lemon yellow, edged orange. **3 for 30c; dozen, \$1.00; 100, \$7.50.**

Tunis. We planted some of the first bulbs that came to this country from England, where it originated. It proved to be such an outstanding new variety, growing so well, that we unhesitatingly recommend it for all gardens. Tall, robust growing, with large blossoms of pure ivory white. The handsome trumpet is beautifully fringed and serrated with a soft flush of pale coppery gold at the edge. **3 for \$1.50; dozen, \$5.00.**

Incomparabilis Daffodils

A large flowered type, with crown or cup from one-third to nearly as long as the petals. Flowers are very highly colored, including startling red-orange tones.

Bernardino. Very large flowers, creamy petals and elegant fluted crown of deep yellow, stained orange. **4 for 50c; dozen, \$1.25; 100, \$8.50.**

Milford Haven. Lovely flower with creamy white perianth and wide cup of chrome yellow shading to orange scarlet, ruffled and frilled at the edge. Outstanding in any collection, and a marvellous show variety. **3 for 60c; dozen, \$1.90; 100, \$14.00.**

Sir Watkin. A favorite variety of pure golden yellow. **Dozen, \$1.00; 100, \$7.50.**

Whitewell. Open fluted crown of rich orange yellow, petals creamy white. Fine free-flowering, long-stemmed variety for garden or pots. **Dozen, \$1.25; 100, \$8.50.**

Yellow Poppy. Gracefully formed flower with overlapping primrose yellow petals and bright yellow expanded cup having a frilled orange edge. **Dozen, \$1.00; 100, \$7.50.**

Poetaz Narcissus

Flowers large, like Poeticus, but with several to a stem. Fragrant, but not strongly scented like cluster Narcissus.

Frans Hals. Creamy white perianth, yellow cup; beautifully formed flower; blooms freely. **Dozen, \$1.00; 100, \$7.50.**

Orange Cup. Light yellow perianth, frilled cup of orange-red. One of the freest blooming and best of all Narcissus for naturalizing. **3 for 45c; dozen, \$1.50; 100, \$10.00.**

Rare Daffodil Offer

Thrill to the joy of these fascinating spring flowers. Narcissus fanciers consider these two daffodils as absolutely outstanding, and up to now they have been so high-priced

FRANCISCA DRAKE



that they were seen only in collectors' gardens.

An exceptional crop of fine bulbs makes it possible for us to offer these two choice beauties at a very low price, so that you can have them in your garden, and for cutting.

Francisca Drake. Petals pure white, tinted gold at the base. Wide open, densely frilled crown of golden yellow with flame orange edge. **4 for \$1.00; dozen, \$2.50; 100, \$18.00.**

Lovenest. Among the daintiest of all, decidedly unique in coloring; white petals, and trumpet of saffron yellow, turning to apricot. **4 for \$1.00; dozen, \$2.50; 100, \$18.00.**

SPECIAL GROUP PRICE

4 Bulbs of each (8 bulbs) for \$1.75
12 Bulbs of each (24 bulbs) for \$4.65
25 Bulbs of each (50 bulbs) for \$9.00

Page Five



TUNIS

Barri Type Daffodils

Characterized by crowns less than one-third the length of the petals, usually very highly colored, and free flowering, one large flower to a stem.

Barri Conspicuous. Favorite variety with bright yellow petals, broad cup edged orange-scarlet. **Dozen, 90c; 100, \$6.75.**

Diana Kasner. One of the finest, with large fluted yellow cup, edged blood red, forming a beautiful contrast with the pure white petals. **4 for 50c; dozen, \$1.25; 100, \$8.50.**

Seagull. Large, broad-petalled perianth of pure white, slightly reflexed. Cup is light yellow with red picotee edge. Tall, free flowering; late. **Dozen, 90c; 100, \$6.75.**

Poeticus Narcissus

Ornatus maximus. Broad white petals, very flat, fluted cup of yellow, edged red; fragrant, splendid for naturalizing. **Dozen, \$1.00; 100, \$7.50.**

LOVENEST





EARLY BLOOMING DAFFODIL—FEBRUARY GOLD

Double Daffodils

Albus plenus odoratus. Snowy white, sweetly scented, resembling gardenias. Fine cut flower. **Dozen, \$1.00; 100, \$7.50.**

Cheerfulness. Lovely creamy white double Poetaz, on strong stems. A fine garden and show flower. **3 for 45c; dozen, \$1.50; 100, \$9.00.**

Von Sion. Daffodil shaped, with full double trumpet of golden yellow, and yellow petals. **Dozen, \$1.00; 100, \$7.50.**

Mary Copeland. The most striking double daffodil in cultivation. Long creamy white petals with a golden ray down the center, interspersed with shorter petals of orange and lemon yellow, giving a three-color effect. Splendid for garden or cutting. **3 for \$1.15; dozen, \$4.50.**

California Flowerland DAFFODIL MIXTURE

A Superb Mixture for Naturalizing, and for Cut Flowers

Into this grand mixture go named varieties selected for abundant and long blooming season, for strong growth, and naturalizing with little care.

Plant liberally in clumps, drifts and solid beds, border them in patches among shrubbery, along drives and fences.

Enjoy their colorful fragrant blossoms for a long season.

25 Bulbs for \$ 1.75
100 Bulbs for \$ 6.75
1000 Bulbs for \$62.50

HOW TO GROW DAFFODILS

Narcissus and Daffodil bulbs should be planted from four to six inches deep, depending on whether the soil is heavy or light—deeper when soil is light. The soil should be moist and workable, and carefully spaded, when plantings are made. After planting, water thoroughly and mulch with peat moss or leaf mold. Then do not water again until the leaves appear above the ground.

The polyanthus and crown varieties are suitable for naturalizing, and may be planted in permanent locations, to bloom more freely each succeeding year. All Narcissus are grateful for a little shade, and the double types require more moisture than the others.

Narcissi bulbs are best planted in October and November, to give the bulbs a good start and become rooted.

CYCLAMEN FLOWERED DAFFODILS

Elegant and graceful type with reflexed petals, lovely in floral arrangements.

February Gold. This charming golden yellow daffodil will be the first to greet you in early spring. It is a lovely graceful flower, deep golden yellow with a light orange fringed trumpet. The large bulbs flower freely, making a glorious sight in the garden, under trees or in beds. Combined with Blue Bird forget-me-nots, they are exquisite. Don't fail to plant some of these lovely daffodils, now greatly reduced in price. **4 for 70c; dozen, \$1.75; 100, \$12.**

Fragrant Jonquils

These Narcissus have rush-like foliage, with deep golden yellow blossoms, like miniature Daffodils. They are lovely planted in beds with violets, violas, or other low flowers, and have a delightful fragrance.

Campernelle Single. Rich deep yellow, two to four blossoms on each 18-inch stem. **3 for 30c; dozen, 95c; 100, \$6.75.**

Campernelle Double. Bears beautiful heads of fragrant double, golden yellow blossoms. **3 for 30c; dozen, 95c; 100, \$6.75.**

Bulb Orders of \$1.50 or more are sent prepaid at catalog prices, unless marked "not prepaid". Add 15c for mailing costs to orders of less than \$1.50.

CALIFORNIA FLOWERLAND MIXED DAFFODILS





Paper White Narcissus should be freely planted among shrubbery and in beds, as they are in this picture of a parkway planting.
Special Bedding Size Bulbs: Dozen 75c, 100 \$5.00, 1000 \$45.00

Charming Early Spring Flowering Bulbs

Crocus

Favorites for early spring flowers.

Set them in closely planted groups, in beds, borders, or in the lawn, or grow them in pots, indoors.

Lavender, White Striped, Purple, Yellow.
Dozen, 75c; 100, \$5.00

Grape Hyacinth Muscari

Clusters of bright blue flowers, on six-inch stems, resembling small bunches of grapes. Plant them thickly along edges of flower beds, in borders and rock gardens, where they will bloom year after year and make a lovely carpet of blue. Bulbs should be set about two inches deep.

Dozen, 65c; 100, \$4.50.

Wood Hyacinth

Scilla campanulata. Known also as Wood Hyacinths, these are among our earliest and brightest spring flowers. They are especially valuable for naturalizing, for low borders and rock garden planting. Scillas thrive in shade or half-shade, and should be planted in masses or clumps, for the best effect. Growing 12 to 18 inches high, effective in clumps in the border, especially among Narcissus.

Blue Queen. Bright blue.

Dozen, 85c; 100, \$6.00.

Special Bulb Collections

Try a bed of Daffodils

Margined with Heavenly Blue Muscari.

This makes a striking combination of blue and gold.

Plant the Grape Hyacinths in a colony, do not scatter.

50 Large King Alfred Daffodils

25 Grape Hyacinths

Ask for
Collection D2

for \$5.50

For a Shady Bed

Plant these bulbs for colorful beds and borders in the shade.

12 Muscari	.65
12 Crocus	.75
12 Blue Scilla	.85

2.25

3 Dozen bulbs **for \$2.00**

Ask for Collection S1

Cluster Narcissus

Cluster Narcissus are especially fine for liberal plantings in beds and borders, flowering with little care year after year. They are well adapted, too, to growing in water indoors, for which purpose the largest size bulbs should be used. Cluster Narcissus bloom very early, often in December, when planted in September.

Paper White Narcissus. Favorites for growing in bowls, but especially valuable in the garden, where they should be freely planted to produce charming cut flowers for table decoration. Clusters of pure white fragrant blossoms. Extra large bulbs for bowls or garden. **3 for 30c; dozen, \$1.00; 100, \$7.50. Bedding size bulbs, dozen, 75c; 100, \$5.00; 1000, \$45.00.**

Chinese Sacred Lily. The most popular bulb for growing in bowls. Clusters of white flowers with yellow cups, intensely fragrant. Each large bulb contains many blossoms.

Huge bulbs, 3 for 55c; dozen, \$2.00; 100, \$15.00.

Large Bedding Size for Gardens, 3 for 35c; dozen, \$1.00; 100, \$7.50.

Soleil d'Or. Similar to Paper White Narcissus in habit, but with large golden flowers having orange cups.

Huge Bulbs, 3 for 55c; dozen, \$2.00; 100, \$15.00.

Bedding Size, 3 for 35c; dozen, \$1.00; 100, \$7.50

How to Grow Bulbs in Bowls

Place the bulbs on some coarse sand or pebbles in the bottom of a bowl, and add enough water from time to time so that just the bottom of the bulbs are kept covered. Keep in a cool, and rather dark place for two or three weeks. If grown in too warm a place, flowers will not develop. As soon as the tops and roots are well started, the bowls may be brought to light and living room temperature, where they should come into bloom in a few weeks, brightening the room with their cheerful color and fragrance.

CHINESE SACRED LILY





DUTCH IRIS JACOB DE WIT

Beautiful Dutch Iris

One of our most lovely varieties of spring flowers, Dutch Iris are grown from bulbs, like Tulips. Similar to Spanish Iris, they have generally replaced these, both as cut flowers and in the garden. They are superior in every way, beauty of coloring and substance of the flowers, long stems and lasting qualities, and earliness of bloom.

Dutch Iris are easy to grow, making a brilliant display of color, and furnishing an abundance of lovely, long-keeping cut flowers.

Our low prices for these fine bulbs make it possible for you to plant a large collection of Dutch Iris, to have them in flower over a long period. Plant them in great masses, in borders, and in groups all around your garden.

CULTURAL DIRECTIONS

Plant Dutch Iris bulbs in sun or partial shade, in separate beds or among other flowers, and in front of shrubbery. Plant about three inches deep, and keep the plants well watered after foliage appears. Bulbs should be set out as early as possible.

Blue Horizon. Very broad and strong light violet-blue standards; falls soft sky blue with narrow orange stripe. Large, beautiful flower. Medium late.

D. Haring. Huge white flowers of great substance, very tall. Mid-season.

Imperator. Rich deep blue, late flowering, extending the flowering season.

Therese Schwartz. Pale blue standards, falls white with orange stripe.

Wedgewood. The largest clear blue, very fine as a cut-flower. Earliest of all.

White Excelsior. Pure snowy white, of heavy texture; falls very broad. Medium early.

Yellow Queen. Clear golden yellow, thin wiry stems. Medium early.

Jacob De Wit. Standards very deep blue, falls deep blue, early. One of the finest.

*Price of above varieties of Dutch Iris: Dozen, 75c; 3 doz., \$2.00; 100, \$5.

California Flowerland

DUTCH IRIS IN MIXTURE

A special mixture of all colors of Dutch Iris, from early to late. Plant them all around your garden for great masses of lovely spring flowers over a long season.

Dozen, 45c, 100 for \$3.25, 250 Bulbs for \$7.50

Baby Gladiolus

Baby Gladiolus are delightfully graceful for cut flowers, with slender, but strong stems bearing numerous butterfly-like flowers. They are attractive in the garden, and as easily grown as the large Gladiolus. Plant the bulbs in a sunny location, preferably in sandy loam, about two inches deep.

Blushing Bride. Pure white, with carmine flake in each of the three lower petals.

Peach Blossom. Soft rose pink, most attractive for cutting.

Spitfire. Brilliant orange scarlet.

Dozen, \$1.00; 100, \$7.50

Mixed Colors, Dozen 75c; 100, \$5.00.

Streptanthera Cuprea

Another brilliant new Cape bulb, each bulb producing several spikes of bloom, six to eight inches tall. Flowers are vivid orange red, with violet eye, opening flat. **Dozen, 75c; 100, \$5.00.**

Baboon Flower

Babiana. Spring flowering bulbs that produce spikes or clusters of brilliant flowers, varying from lavender, blue, purple, to brilliant red and crimson. Striking in flower arrangements, and effective when planted in groups in the border. Require same treatment as Freesias.

Mixed Hybrids—Dozen, 50c; 100, \$3.50.

Tritelia Uniflora

Charming low border plant, with bright blue, star-shaped flowers, blooming continuously for a long time. Lovely in plantings with other bulbs.

Dozen, 50c; 100, \$3.50

Prices of all bulbs on this page are post-paid, except for orders less than \$1.50, on which please add 15c for mailing costs.

Sparaxis

New California Flowerland Hybrids

Sure to become popular, are these new large flaring, star-shaped flowers, gracefully placed on long, wiry stems. Gay and varied colors include, orange, red, pink, yellow, lavender, with contrasting color in throat. Mixed colors only. Culture the same as Freesias. **Dozen, 60c; 100, \$4.50.**

New Sparaxis, LEMON GLORY. This is a beautiful new selection, with flowers of richest yellow. Flowers are very large, with wide flared petals of clear lemon yellow and deep golden yellow throat. Splendid for cutting. **Dozen, 75c; 100, \$5.00.**

A VALUABLE BOOK

GARDEN BULBS in COLOR . . . by McFarland, Hatton and Foley. 275 color illustrations. Also 100 beautiful halftones and cultural directions, 296 pages. Postpaid . . . \$1.98



HYBRID SPARAXIS

FLAME FREESIA

Tritonia crocata. Beautiful showy flowers, similar to Sparaxis and Freesias, but with even longer stems, and a different color range. They bloom for a long time in the garden, making a vivid display, and are excellent for cutting.

Pink Princess. Clear pink.

Prince of Orange. Vivid orange.

Orange. Orange, with transparent base.

Salmon King. Soft salmon rose.

Hybrid Mixture. Salmon, orange, and pink shades.

Dozen, 50c; 100, \$3.50

California Flowerland Ixias

Charming flowers produced in graceful clusters on slender, wiry stems. Star-shaped, brilliantly colored, and lovely as cut flowers. Make a gay showing in the border planted in groups or masses. Our California Flowerland mixture of Ixias contain lovely hues of cream, pink, rose, red, orange, crimson, and yellow.

Like all South African bulbs, they should have well-drained soil, preferably sandy. Plant them in sun or half-shade, about five inches apart, and cover one inch.

Dozen, 75c; 100, \$5.00

Watsonias

One of the most attractive and useful of all bulbous flowers for garden decoration and for flower arrangements. Watsonias make decorative clumps in the garden where their tall graceful spikes of bloom and gladiolus-like foliage are very effective. Leave them undisturbed for several years, and they will bloom repeatedly in early spring.

CULTURE: The same as for Gladiolus. Dig and separate the bulbs in late summer when they become too crowded. Be sure to plant early.

Edward Sturtevant. Scarlet.

Eunice. Salmon flesh.

Lillian Benner. Lavender orchid.

O'Brienii. Most popular white.

Mrs. Bullard's White. Very early giant white.

Hybrid Mixture. Includes the above and other colors.

Price of the above Watsonias: Dozen, 85c; 100, \$6.50

Lovely Callas

Pink Calla. Unusual and scarce. Charming rosy pink flowers, ideal for floral display. **Each, 60c; 3 for \$1.50; dozen, \$5.75.**

Black Calla. Rare and unusual, with attractive blooms of deep, velvety maroon, and ornamental foliage. This is not the ill-smelling Arum sanctum frequently seen. **Each, 60c; 3 for \$1.50; dozen, \$5.00.**

Golden Calla. Beautiful golden yellow flowers on tall stems, foliage attractively marked with silver. Grow in pots or shady beds. Lift bulbs in late summer, replant in November or December.

Mammoth Bulbs, produce more blossoms, **each 45c; 3 for \$1.25; dozen, \$4.50.**
Large Bulbs: 3 for 85c; dozen, \$3.00.

White Callas

White Calla Lily. Extremely popular in California, and prized wherever grown, for its waxy white blooms of exquisite texture, on tall strong stems against a background of rich green foliage. Ideal for floral arrangements, particularly modern.

Extra Large, Strong Bulbs: Each 25c; dozen, \$2.50; 100, \$15.00. Second Size, 3 for 45c; dozen, \$1.50; 100, \$11.00.

Godfrey Calla. Pure white, more flaring than the above, prized for decorations. **3 for 55c; dozen, \$2.00; 100, \$15.00.**

Baby White Calla. Charming miniature form, lovely in vases, floral arrangements and corsages. Easily grown in shade or partial shade. Supplied in pots only. **3 for \$1.00; dozen, \$3.50. Not Postpaid.**

Christmas Watsonia

An unusual, very early blooming species. Planted in September and early October, it will often bloom by Christmas. A fine novelty for floral arrangements; note how gracefully the open spikes arrange themselves in vases, with their naturally curving stems. Blooming over a long period of time, a large planting will give you continuous joy.

Dozen, \$1.50; 100, \$10.00

CHRISTMAS WATSONIA



CALIFORNIA FLOWERLAND IXIAS



PINK CALLA



BLACK CALLA



SPECIAL COLLECTION CALLA LILIES

- 1 Golden Calla
- 1 Pink Calla
- 1 Black Calla
- 1 White Godfrey Calla

One Each of the
Four for **\$1.50**
postpaid



CALIFORNIA FLOWERLAND NEW GIANT FREESIAS

California Flowerland

Fragrant Freesias

The delicate beauty and fragrance of Freesias, their free flowering habit and ease of culture, make them favorites for the garden and for cutting. A planting of Freesias, in the border or separate bed, will last for years, increasing in beauty as the plants are established.

Freesias do well in full sun or partial shade. Prepare the soil by spading up and pulverizing. Space the bulbs five or six inches apart, and cover about two inches. Keep the soil moist, but not too wet.

California Flowerland Giant Freesias

This new race of giant Freesias has exceptional vigor, producing huge flowers of great substance, on stiff stems. Distinctly superior in every way to older varieties. At the low prices we quote on larger bulbs, everyone can afford to have a bed of these lovely flowers.

Climax. Bright rosy pink.

Sunset. Golden yellow, orange tints.

Celeste. A lovely bright violet blue.

California Flowerland Giant Freesia

Golden Wonder. Very large, rich clear yellow; orange marking on lower petal.

Mixture. A carefully blended mixture of the best named varieties, including all colors.

Price of the Above Giant Freesias: Dozen, 60c; 100, \$4.00.

Purity Freesia

Very large white flowers of great beauty and delicate fragrance. This is the earliest strain to bloom, and the most popular for cut flowers.

Large Bulbs — Dozen, 40c; 100, \$3.00.

Spider Lily

Pancratium maritimum. Grows like Narcissus, with large pure white flowers having curious long filaments on the petals. **3 for 45c; dozen, \$1.50; 100, \$11.00.**

Peruvian Daffodil

Ismene calathina. A fascinating late spring and summer flowering bulb, that should be planted more widely in Pacific Coast and Southern gardens. It is easily grown, needs little care, and blooms year after year without disturbing. The large white fragrant flowers resemble daffodils. **3 for 75c; dozen, \$2.50.**

PERUVIAN DAFFODIL

Special Bargain—Fragrant Rainbow Freesia Mixture

This is an exceptional value for large plantings of delightfully fragrant Freesias, in a splendid mixture of all colors.

Dozen, 30c; 100 Bulbs for \$2.00.

Allium

Dainty flowers, on long slender stems that grow easily in sun or half-shade.

Allium Neapolitanum. Graceful clusters of white flowers, 20 to 30 to a stem, on tall, stiff stems. Charming for the border, and for cutting. **Dozen, 50c; 100, \$3.50.**

Mariposa Tulips

CALOCHORTUS

These charming flowers are much admired for their dainty tulip-shaped blossoms and butterfly markings. Our California Flowerland strain contains all lovely hues of lavender, white, creamy yellow and purple. Plant them about four inches deep, in sandy, well-drained soil. **Dozen, 85c; 100, \$5.75.**

California Hyacinth

Brodiaea capitata. This easily grown bulb will be at home in almost any soil. Large round umbels of hyacinth-blue blossoms are borne on long, wand-like stems, lasting remarkably well in water. **Dozen, \$1.00; 100, \$7.50.**

Fairy Lily

ZEPHYRANTHES

Dainty flowers, resembling Crocus, but longer lasting and of richer substance, on taller stems, with attractive slender foliage. Charming in pots, rock gardens and borders.

Zephyranthes Ajax. Bright yellow. **5 for 50c; dozen, \$1.00; 100, \$7.50.**

Z. Candida. White. **Dozen, 75c; 100, \$5.00.**

Z. Robusta. Rose-lavender. **5 for 50c; dozen, \$1.00; 100, \$7.50.**

Butterfly Iris

Moraea polystachya. Interesting plants of slender growth, with striking, three-petalled flowers. Useful in the garden, lovely for cutting. They grow 18 to 24 inches high, producing numerous wiry branches that are covered with butterfly-like flowers of light Parma violet, penciled with deeper violet, with a bright yellow spot at the base of the petals. Bulbs bloom a few weeks after planting, continue for several months. **2 for 25c; dozen, \$1.25; 50 for \$4.75.**



PAUL J. HOWARD'S
California Flowerland
African Star Flowers

ORNITHOGALUM

These showy flowers are of easiest culture, always sure to bloom, and are remarkable for their keeping qualities, both in the garden and as cut flowers. Give them a sunny position in ordinary soil with good drainage, and cover the bulbs two to three inches.

Gold Star (Ornithogalum Aureum). Clusters of large, showy, cup-shaped blossoms of brilliant golden yellow, on stems about 12 inches high. Blooms continuously from February to May, and is a wonderful cut flower, lasting three to four weeks. **3 for 45c; Dozen, \$1.50; 100, \$10.00.**

Gold Star Hybrids. Larger and taller than Ornithogalum aureum, blooming later, from April to June. Flowers are bright yellow to orange red. **3 for 45c; Dozen, \$1.50; 100, \$10.00.**

Star of Bethlehem (Ornithogalum Arabicum). Large clusters of starry, paper-like flowers, with jet black centers, charming for cutting. Hardy and very prolific, blooming at Easter. **Dozen, 75c; 100, \$5.50.**

Chincherinchee (Ornithogalum Thyrsoides). Tall clusters of double pure white flowers, lasting many weeks when cut. **Dozen, 75c; 100, \$5.00.**

Siberian Coral Lily

Lilium tenuifolium. A charming little lily, growing about two feet high. Clusters of dazzling scarlet flowers with prettily revolute petals, borne on graceful slender stems. **4 for 50c; dozen, \$1.25; 100, \$9.00.**

Spring Snowflakes

Leucojum Vernum. Charming spring flowers that resemble Lilies of the Valley—small white bells, tipped green, on slender spikes. These flowers, easily grown, make a delightful substitute for Lilies of the Valley. Plant them in groups in the border, or use them as low edgings where they will remain permanently and bloom year after year. Plant in ordinary soil, three to eight inches apart and three inches deep. **Dozen, 90c; 100, \$6.50.**



SPRING SNOWFLAKES, white with green tips

Glory of the Sun

Leucocoryne Ixioides odorata. A lovely Chilean flower that has become very popular. Striking star-shaped flowers of sky-blue, exquisitely fragrant, are clustered on long stems. The flowers last from two to three weeks when cut. Plant the bulbs about 3 inches deep, spaced 4 to 6 inches apart.

Top Size Bulbs—3 for 55c; Dozen, \$2.00; 100, \$15.00.

Flowering Size Bulbs—3 for 30c; Dozen, \$1.00; 100, \$7.50.

Stately Lilies

The tall, stately lilies with their masses of fragrant bloom have a charm not surpassed by any other flower. All gardens should have groups of lilies scattered throughout, in fern beds and other shaded spots. Around pools they make a wonderful display.

Sunset Lily

A grand and showy new lily that is easily grown either in sun or shade. Resembles Leopard Lily, but is brilliant sunset-red, beautifully marked with amber brown dots. They grow 5 to 6 feet high, with stout stems that need no staking, crowned with great clusters of bloom. Everyone should try this lily. **3 for 55c; doz. \$2.00; 100, \$15.**

California Leopard Lily

Lilium pardalinum. Handsome orange lilies shading to scarlet, with petals deeply recurved and spotted maroon. Produced in great clusters on 4 to 6 foot stems. Very showy and long lasting.

Plant 8 inches deep in rich moist soil, well drained, and in shade.

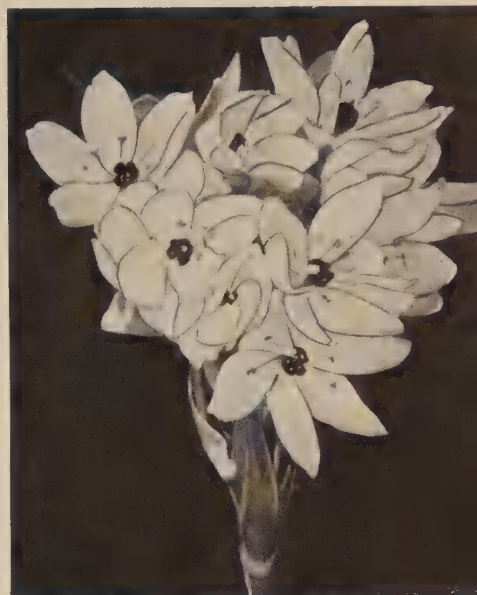
3 for 85c; dozen, \$2.75; 50 for \$10.00.

Regal Lily

Very large white blooms, with golden centers and shadings of chocolate red outside. One of the most beautiful and easily grown lilies. Our mammoth bulbs produce clusters of 10 to 20 flowers. Plant in partial shade, 6 inches deep. **Mammoth Bulbs: Each, 40c; 3 for \$1.10; dozen, \$3.75.**



GLORY OF THE SUN



STAR OF BETHLEHEM

CHINCHERINCHEE



California RARE BULBS and



AZTEC LILY, from Mexico.

Aztec Lily

The gorgeous red orchid-shaped flowers of this plant from Mexico, are among the most striking of all bulbous blossoms. Of graceful appearance, with narrow recurving petals, they are produced in late spring and summer on plants resembling Amaryllis, to which the culture is very similar. They grow equally well in pots or in the garden. Strong divisions, in October and November, 3 for 65c; dozen, \$2.25. Potted plants, 3 for \$1.00; dozen, \$3.50.

CHLIDANTHUS FRAGRANS, from the Andes.



Hardy Orchids

For Your Garden

CYMBIDIUM

Easily grown, they will produce great sprays of real corsage size orchids in many lovely hues of pink, claret, amber, chartreuse, bronze.

Flowers are in great demand by florists for making corsages, especially for daytime wear; last many days in floral decorations. What a delight to grow your own orchids! No glass house needed. Plant them in well-drained soil in partial shade, or grow in pots. No cultural difficulties. Directions for growing with each order. We have a wonderful selection of strong potted clumps.

\$5.00; \$7.50; \$10.00; \$15.00 to \$35.00. In bloom (Jan. to April) \$10.00 up.



CYMBIDIUM ORCHIDS

Tuberose

Bulbs ready in January

The most exquisitely fragrant waxy white flowers are borne in long spikes, making them ideal for cutting. They are lovely planted with other flowers or in fern beds, growing either in the sun or shade.

The Pearl. Individual flowers are very double, reminding one of a gardenia. Dozen, \$1.00; \$7.50 per 100.

Mexican Everblooming Tuberose. Fine spikes of single flowers. Doz. 75c; 100, \$5.00.

Chlidanthus

A RARE BULB FROM THE ANDES

Chlidanthus fragrans. The bright golden yellow trumpet-shaped flowers are borne 3 or 4 to each stem, 12 to 15 inches high. You will not only admire their unusual beauty but enjoy the pleasant spicy fragrance. They are hardy in the East if well mulched. Plant them in any good soil about 3 inches deep. Bulbs should be kept dry in fall. 3 for 50c; dozen, \$1.50.

Moraea

See the effectiveness of this lovely plant in the picture on the back cover.

Moraea iridioides. One of our most charming garden subjects, either in groups, around a pool, or in individual clumps. Also a splendid tub plant. They burst into bloom intermittently from very early spring until winter. The foliage, too, is ornamental, adding to the value of this splendid plant. Each, 50c; 3 for \$1.25; dozen, \$4.50. Not Postpaid.

Page Twelve

Day Lilies

Easily grown perennials, with evergreen grass-like foliage forming attractive large clumps. They bear lily-like flowers on tall, branching stems. They should be freely used for garden decoration for their beauty, ease of culture, and long blooming season.

Lemon Lily. (Hemerocallis flava). Bright lemon yellow, lemon scented.

Tawny Day Lily (H. fulva). Showy coppery burnt orange flowers.

Double Day Lily (H. Kwanso). Large, double flowers of rich golden bronze.

Hemerocallis Middendorffii. Very early, dwarf bright yellow.

Divisions: Each, 15c; dozen, \$1.50.

Large Clumps: Each, 45c; 3 for \$1.25; dozen, \$4.50.

The above prices are not postpaid.

Peruvian Hyacinth

Scilla peruviana. Unusual bulbous plant, bearing large spikes of magnificent deep blue flowers, like an enormous hyacinth. Foliage and culture similar to Agapanthus. Each, 35c; 3 for \$1.00; dozen, \$3.50. Not Postpaid.

MORAEA IRIDIODES.



Flowerland BULBOUS PLANTS



CLIVIA, California Flowerland Hybrids

Clivia

CALIFORNIA FLOWERLAND HYBRIDS

Richest tones of orange, apricot and gold, distinguish our wonderful Clivia Hybrids. Flowers are vastly superior in size and showiness of the clusters. Many of them are lighted with golden throats. Wonderful as pot plants or in beds in deep shade. Leaves broad, ornamental, evergreen.

4-inch Pots: Each, \$1.00.

5-inch Pots: Each, \$2.00.

6-inch Pots: Each, \$2.50 to \$3.50.
not postpaid.

Scarborough Lily

Vallota purpurea. Very rare, resembling Clivia, but with bright scarlet blossoms. Succeeds best in sunny position, in pots or in the garden.

Bulbs in fall, Each, \$1.00; 3 for \$2.75.

Potted plants, Each \$2.00, not postpaid.

Nerines

NERINE BOWDENI

These rare and lovely flowers have the grace and charm of orchids, and spring from the ground like magic in late summer, after the foliage has completely died down. Planted in groups or borders, they are highly effective and make wonderful cut flowers. Culture same as *Amaryllis*. Each, \$1.00;

3 for \$2.50; dozen, \$8.50.

NERINE FILIFOLIA

A smaller form, with evergreen, grass-like leaves. The plants make a lovely border or edging. The deep pink flowers are borne on 12-inch stems. 3 for 35c; doz., 90c; 100, \$6.00.

Tigridia

Mexican Shell Flower. Striking large blossoms on 18-inch stems, in brilliant colors of orange, yellow, rose, and white, wonderfully spotted and marked. In bloom continuously for a long time. Plant them in beds and borders for a brilliant display of color, from four to eight inches apart, three inches deep.

3 for 40c; dozen, \$1.35; 100, \$8.75.
Bulbs ready in February.

RARE BULB OFFER

- 3 Nerine Bowdeni
- 3 Scarborough Lily
- 3 Aztec Lily
- 3 Chlidanthus

(Value \$6.20)

for
\$5.75

MEXICAN
SHELL FLOWER—
Tigridia Hybrids

AGAPANTHUS
BLUE LILY
OF THE NILE



NERINE BOWDENI, each \$1.00

Peruvian Lily

Alstroemeria aurantiaca. Clusters of lily-like flowers, orange with purple-brown spots, on wiry stems. 3 for 50c; dozen, \$1.65; 50 for \$5.50. Not Postpaid.

Alstroemeria pulchella. Fascinating deep red flowers, edged with green, spotted with brown; most artistic cut flower. 3 for \$1.00; dozen, \$3.50. Not Postpaid.

Blue Lily of the Nile

Agapanthus umbellatus. With great heads of clear deep blue flowers on tall stems, surmounting the attractive strap-leaved foliage, these are ideal plants to provide the much wanted blue shades, as tub plants or in the garden.

Large Plants: Each, 50c; dozen, \$5.00.
Strong divisions: Each, 20c; 10 for \$1.80.
Not postpaid.

White Agapanthus. Pure white form. Prices same as above.

Dwarf Agapanthus. (*A. mooreanus minor*). Lovely plant, growing only 18 inches high, with clusters of large deep blue flowers all summer. Each, 50c; dozen, \$5.00, not postpaid.





CHRISTMAS SHOPPING?

PAUL J. HOWARD'S of Course!

IN few other places can one find the selection of artware that has been assembled in the lovely show-room at California Flowerland. From ordinary jardinieres for your house and patio plants, to imported porcelain and glassware, so exquisite as to be museum pieces, our stock offers gifts to suit any taste. We are proud of the acclaim our gift section has aroused, for we feel it justly deserved. A visit to our unique and truly beautiful shop will explain the reason to you far more clearly than words would ever describe.

AZALEAS

Among the thousands of glorious blooming plants in festive array at California Flowerland, the wonderful Azaleas make a glowing spectacle. Covered with richly colored blossoms, they are ideal gifts that can be planted in the garden, too. **\$2.00 to \$25.00.**

VASES	FURNITURE
BOWLS	SUNDIALS
JARDINIERES	CONSOLE SETS
BELLS	GARDEN GLOVES
BASKETS	POOL FIGURES
SANDALS	GARDEN TOOLS
BARBECUE EQUIPMENT	



Jardinieres

California Flowerland's selection of domestic and imported jardinieres can add untold interest to your home. The designs and assortments of colors are as great as the price range which holds them.



Jean Manley Figurines

The cleverness of her designs and the skill with which they are executed, places Jean Manley among our foremost California figurine artists. Her models are a real boon to ingenious flower arrangements. Figurines start at **35c.**

Toby Jugs

No bar nor rumpus room is complete without a couple of Toby jugs. Our assortment includes an array of English Staffordshire, excellent in quality and so very humorous and colorful in design.



Venetian Glass

This elegant console set in finest Venetian glass is a superb example of the rare imports that are still available at California Flowerland. The heavy crystal bowl and gold flecked sticks are **\$37.50** the set.





Brayton Laguna Pottery

Truly representative of California art are the magnificent giraffes of Brayton Laguna. The amusing assortment of animal and children's figures which issue from these kilns are beautifully glazed and completely original.



Bells

Replicas in bronze of early California bells. How appropriate for Christmas gifts! Patio bells, call bells, table bells, jingle bells, bells for collectors. We have bells from Switzerland, Greece, the Sahara Desert, and other far corners of the world.

Baskets

From every corner of the globe come baskets to add to our collection. Practical yet truly colorful, basket collecting is a fascinating hobby.



POTTED PLANTS

At the peak of their perfection in our greenhouses one can find:

AZALEAS	PALMS
BEGONIAS	FERNS
CYCLAMENS	POINSETTIAS
PRIMROSES	HEATHERS

and many other decorative and charming plants for the home.

We Fill Mail Orders

Selections will be carefully packed and shipped by express, not prepaid.



Fancy Leaved Caladiums

Among the most striking and handsome house plants are Caladiums, with their highly colored leaves. Available in pots throughout the year. Ideal gifts. In 5-inch pots, each \$1.50.

Caladium Bulbs, each 50c; \$5.00 per dozen.



Antique Chelsea

Among our other imports, one can find an excellent selection of antiques. The Chelsea cock and hen illustrated were made in about 1820, and in few other pieces can one find such perfection in glaze, color and design.

Fan Vase

The charming fan vase shown originated also in Portugal. The subtlety of color tones and beautiful glaze would make it a handsome gift, at only \$9.35.



Pottery from Portugal

Portugal is making rapid strides in attaining a name for herself in connection with fine porcelain. The tiny hand vases shown have a lovely lustre glaze with a finishing touch of gold to add character. Charming for milady's boudoir. 2½ inches tall, \$1.65 each.



Swan

Domestic glass plays an important role in our collection. This inexpensive swan finds few rivals in its ability to lend itself to flower arrangements. The double Gerberas are a new introduction to the plant world, and plants are priced at 75c each. The Swan is \$6.60.



California Flowerland



ALICE HARDING, 35c

Alice Harding. Beautiful soft primrose yellow, very large flowers of fine form, strong growing and one of the freest blooming of all Iris, bearing masses of bloom in spring, and flowering again in summer and fall. 3½ feet. **Each 35c; 3 for 75c.**

Anne Marie Cayeux. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. 3 ft. **Each 25c; 3 for 50c.**

Blue Peter. Dark blue-purple, with a blackish sheen, of such an unusual brilliance that it stands out in any group. The flowers are displayed on tall, branched stems. **Each, \$1.00; 3 for \$2.50.**

California Gold. Rich deep yellow of dazzling beauty on tall branching stems. 3 feet. **Each, 35c; 3 for \$1.00.**

CHARMEUR. Delightfully fresh and new in color, of great value for garden effect and for cutting. The flowers of good size and fine form, are delicate orchid-pink in color. 2½ ft. **Each, 60c; 3 for \$1.50.**

Clara Noyes. An unusual color blend in Iris, like the Talisman rose. Standards tan, falls reddish bronze. Low growing and free blooming. **Each, 25c; 3 for 60c.**

Easter Morn. Sparkling pure white, lovely, tall branching stems. 3½ ft. **Each, 35c; 3 for 75c.**

Eclador. A sensational yellow Iris from France. Rich, deep golden in color, with a velvety sheen and texture, of great size and substance. Strong growing, with heavy, branched stems. 3 feet. **Each, 75c; 3 for \$2.00.**

Electre. Delightful new French Iris. Standards and falls soft bluish lavender with a soft glow of gold. Distinct and charming. **Each 60c; 3 for \$1.50.**

El Capitan. Very fine, tall, clear light violet blue. 4 feet. **Each, 35c; 3 for 75c.**

Collected from beautiful Iris gardens of France and America by Paul J. Howard, to enrich your garden with their orchid-like beauty.

These hardy Iris are most effective in perennial borders and in groups where their tall, candelabra-like flowers illuminate the garden with many rich and lovely colors.

Evolution. An outstanding French Iris, with wide and frilled coppery bronze standards; flaring falls slightly deeper with rose-blush flame at center. 3 feet. **Each, 25c; 3 for 50c.**

Francheville. Enormous flowers of striking effect on tall, branching stems. Standards fawn tinged lilac, falls purple, edged with lavender-brown, with radiating brown lines and orange beard. 4½ feet. **Each, 50c; 3 for \$1.00.**

Frieda Mohr. Standards soft lilac, falls rich lilac rose. 4 feet. **Each, 25c; 3 for 60c.**

Genevieve Serouge. Lovely pastel tawny yellow flushed pale blue; falls lilac blended with pale flax blue, edged soft yellow. The charming flowers are very large and strong, on well-branched stems. 3½ feet. **Each, \$1.00; 3 for \$2.50.**

Happy Days. Immense clear yellow flowers on tall branching stems, carrying seven or eight massive blooms. Makes a brilliant spot in the garden. 3½ feet. **Each, 35c; 3 for \$1.00.**

Hermione. A beautiful French Iris with bronze tinted heliotrope standards; falls of amaranth red, tinted yellow; throat yellow and brown. 3 feet. **Each, 60c; 3 for \$1.50.**

Los Angeles. Great white flowers faintly edged blue, clean and sparkling. 4 feet. **Each, 35c; 3 for 75c.**

Lux. Wonderfully vivid and striking. The standards are brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose, tinged with carmine, with golden glint. The whole flower seems to radiate a colorful glow. 3 feet. **Each, 75c; 3 for \$2.00.**

Mme. Louis Aureau. One of the loveliest Iris we have seen. The standards are creamy white, stippled rosy mauve, deepening at the edges, pencilled brown at the base. The falls of exquisite texture carry out the same blend of color. A distinctly different Iris. 3 ft. **Ea., \$1.50.**

Nemo. Magnificent bright violet blue self, one of the most desirable colors in Iris. Fragrant and effective, the very large flowers are borne on well-branched 4-foot stems. **Each, 60c; 3 for \$1.50.**

Pale Moonlight. Uniform pale blue on tall, sturdy stems. Fine. 4 ft. **Each, 35c; 3 for 75c.**

Orgon. This grand Iris was one of the most admired in our entire field of fine varieties, and the striking brilliance and contrast of colors indeed makes it stand out. The standards are golden yellow with smoky edges, falls are red garnet, margined old gold. **Each \$2.00.**

Pharaon. A rare French variety, with great flaring flowers, in a beautiful straw-yellow self color. Exceptionally free flowering. 3 ft. **Each, \$2.00; 3 for \$5.00.**

Plurabelle. The color contrast in this remarkable French Iris is very striking. Standards wide, golden yellow, falls reddish mauve, lighter edges. 3 feet. **Each, 50c; 3 for \$1.25.**

President Pilkington. Elegant flowers with pale buff standards with blue suffusion; falls wide and flaring soft lavender, edged silvery brown. 4 feet. **Each, 60c; 3 for \$1.50.**

Purissima. Lovely pure white, large and vigorous. 4 feet. **Each, 35c; 3 for 75c.**

San Francisco. Tall, much branched stems with glorious white flowers, distinctly edged lavender. 40 inches. **Each, 35c; 3 for 75c.**

San Gabriel. Clear lavender blue, four to six feet high, fragrant. **Each, 35c; 3 for 85c.**

Shining Waters. Very beautiful clear blue. 4½ ft. **Each, 35c; 3 for 85c.**

Sierra Blue. Clear blended blue, smooth and metallic, deeper than Shining Waters. 4½ feet. **Each, 35c; 3 for \$1.00.**

Tombouctou. A wonderful new French Iris in a lovely tone of clear deep mauve, uniform throughout. Large flowers on tall stems of fine branching habit. 4 ft. **Each, 60c; 3 for \$1.50.**

Zampa. A French introduction, an almost self-colored variety with great freedom of bloom. Standards and falls rich metallic blue. 3 ft. **Each, 60c; 3 for \$1.50.**

Hardy Garden Iris

SPECIAL IRIS COLLECTIONS

Wonderful colorings, each labelled, at great savings.

Alice Harding, Yellow 35c
 Anne Marie Cayeux, Heliotrope 25c
 Easter Morn, White 35c
 El Capitan, Blue 35c
 Evolution, Coppery bronze 25c
 Francheville, Fawn and blue .. 50c
 Happy Days, Deep yellow 35c
 San Francisco, White,
 edged blue 35c

**GROUP I-1. One each of
 above 8 (value \$2.75)
 for \$2.00**

**GROUP I-2. 3 each of above
 8. 24 fine Iris
 for \$5.50**

Charmeur, Orchid pink 60c
 Eclador, Rich yellow 75c
 Mme. Louis Aureau,
 Stippled mauve \$1.50
 Nemo, Bright blue 60c
 Pharaon, Straw yellow \$2.00
 Pres. Pilkington, Lavender
 and brown 60c
 Plurabelle, Yellow and mauve.. 50c
 Tombouctou, Deep mauve 60c

**GROUP I-3. One each of 8
 above rare Iris (value
 \$7.15) for \$5.50**

**GROUP I-4. 3 each of above
 8 (24 rare Iris)
 for \$15.00**

Golden Iris

IRIS OCHROLEUCA. Tall stately plants, often five feet high, forming handsome clumps that bloom over a long period. Golden yellow flowers are most artistic, with about the same form and substance as Dutch Iris, lasting a long time when cut. They thrive best in rich moist soil, and are splendid for background planting, and near pools. Each, 50c; 3 for \$1.35.

Iris Foetidissima

For Decorative Seed Pods

Most striking are the seed-pods of this variety, when they burst open and display rows of orange-red berries. As decorative material for cutting, there are few things more effective. The clumps are evergreen, most attractive in the garden, with their broad, deep green foliage. Price: Each 50c; 10 for \$4.50.



The free-flowering, self-colored Tombouctou

California Flowerland TULIPS

In order to have fine tulips, plant the bulbs six inches deep, in good soil, well drained, and water them thoroughly. This insures good root growth and long stems. Our tulip bulbs are produced for us in the Pacific Northwest, where the finest bulbs are now being grown, and are the pick of the crop. Quantities are very limited, and we advise early orders.

Bed of Darwin and Cottage Tulips at California Flowerland last Spring, with gay carpet of Alyssum Lilac Queen.



COTTAGE AND DARWIN TULIPS

Bartigon. Fiery red, one of the best and showiest. Dozen, \$1.65; 100, \$10.50.

Bronze Queen. Large buff blossoms, tinged apricot. Dozen, \$1.65; 100, \$10.50.

Carrara. Beautifully formed flowers of glistening white, like the marble from which it takes its name, faint grey markings; yellow base and anthers. Dozen, \$2.00; 100, \$14.50.

City of Haarlem. Immense flowers of vermilion red, shading to scarlet at the edges; large blue base edged white. Long stemmed, always dependable. Dozen, \$2.00; 100, \$14.50.

Inglescombe Yellow. Large globular flowers of glistening golden yellow, light stamens. Dozen, \$1.65; 100, \$10.50.

Clara Butt. Lovely soft salmon rose. Dozen, \$1.65; 100, \$10.50.

Pride of Haarlem. Cherry rose, blue base. Brilliant large flowers on tall stems, fine bedding tulip. Dozen, \$1.65; 100, \$10.50.

Rose Copeland. Deep lilac rose, excellent for cutting, very large flower like City of Haarlem. Dozen, \$1.85; 100, \$12.00.

Rev. Ewbank. Heliotrope lilac, with pale lilac edge, lovely bedding variety. Dozen, \$1.85; 100, \$12.

William Copeland. Bright lavender, showy for cutting and bedding. Dozen, \$1.65; 100, \$10.50.

Darwin Tulips, Special Mixture. A splendid mixture of large size bulbs, including the entire color range. Dozen, \$1.35; 25 for \$2.50; 100 for \$9.00.

Flower Carpets for Bulb Beds

Enhance the beauty of your spring garden by covering beds of Tulips, Narcissus, etc., with a colorful carpet of low growing annuals. Sow the seed after bulbs are planted, and rake in.

Alyssum Violet Queen. Packet 25c; 1/4 ounce, 50c.

Alyssum Little Gem, White. Packet 10c; 1/4 ounce 20c.

Baby Blue Eyes (Nemophila). Packet 10c; ounce, 50c.

Virginia Stock. Pink, rose, white, mixed. Pkt. 15c; oz. 50c.

Paul J. Howard's Vegetable Seeds

OF OUTSTANDING MERIT FOR FALL PLANTING



BEETS

IMPROVED EARLY BLOOD TURNIP. A medium early variety suited to home garden use. Roots smooth, flesh deep red with purple zones. Crisp and tender. The young tops make delicious beet greens. **Pkt. 10c; ounce 30c.**

BROCCOLI

GREEN SPROUTING. Delicious novelty vegetable that is cooked and served as you would asparagus. Plants form sprouts about six inches long and produce heads of deep green buds which should be cut in the half-open stage. After sprouts are cut, others appear, so you will be supplied from eight to ten weeks. **Pkt. 10c; ounce 60c.**

BRUSSELS SPROUTS

MEDIUM DWARF. Plants of robust habit, thickly set with the small compact heads of delicate flavor. Culture is the same as for cabbage. **Pkt. 10c; ounce 75c.**

CABBAGE

EARLY RED ROCK. The darkest strain of red cabbage, heads solid and leaves crisp, fine flavored. Excellent for slaw, salads and for cooking and pickling. **Pkt. 10c; ounce 60c.**

CANNONBALL. Late. Large close globe-shaped heads of medium size, weighing 7 to 9 pounds. Very firm, solid, of good quality, a good keeper. **Pkt. 10c; ounce 50c.**

CHINESE CABBAGE WONG BOK. Our strain is the genuine Wong Bok imported from China, and is considered the perfect Chinese cabbage. The tall, solid, crisp heads are tender and are ideal for salads and for cooking. **Pkt. 10c; ounce 30c.**

EARLY JERSEY WAKEFIELD. An early maturing summer cabbage of finest quality, producing small, solid heads with leaves tender and mild flavored. Especially desirable for the home garden because of its earliness and compact growing habit. **Pkt. 10c; ounce 50c.**

CARROT

DANVERS HALF LONG. Popular home garden carrot of fine quality and flavor. Deep orange roots, 6 to 7 inches long, uniformly tapered to a blunt end. Flesh is crisp and tender. **Pkt. 10c; ounce 50c.**

OXHEART. The most desirable carrot for heavy soils, very productive. Carrots are 4 to 5 inches long, of high quality and ready for use early. **Pkt. 10c; ounce 50c.**

CELERY

UTAH GOLDEN STRINGLESS. Table celery of finest quality. Broad, thick stalks, tender and stringless, pure white and very crisp when blanched, of delicious flavor. **Pkt. 10c.**

CELERIAC OR TURNIP ROOTED CELERY. The thick roots, of pungent celery flavor, are cooked and used in salads, soup, or as a vegetable. Grow in rich, moist well-drained soil. **Pkt. 10c.**

CHIVES

Perennial belonging to the onion family, with leaves of delicate onion flavor, used for salads, soups, garnishing. Seed germinates slowly. **Pkt. 15c.**

SWISS CHARD

CRIMSON RHUBARB. A new Swiss Chard that looks like rhubarb. Ready for use very early, and continues for several months. Leaf stalks, considered by many the most delicious part of the plant, are fleshy, tender and crisp, and bright crimson. The rich color extends into the deep green, heavily crumpled leaves. Cook the leaf stalks alone, or only the leaves, or cook both together, for a sweet delicate flavor you never knew existed in a leafy vegetable. Easily grown, thrives everywhere. The foliage of this handsome vegetable is often used in flower arrangements. **Packet of 50 seeds, 15c; 100 seeds, 25c.**

LUCULLUS. Leaves about 24 inches tall, large and upright, tender and mild flavored. The midrib may be trimmed and cooked like Asparagus. The leaf part is cooked like spinach. **Pkt. 10c; ounce 30c.**

CELTUCE

A unique new vegetable, introduced from China, and belonging to the lettuce family. Plants form a stalk, covered with tender, light green leaves having the flavor of lettuce, which make delicious salads. The stalks, which have the flavor of mild celery, are peeled of their outer skin and fiber, and eaten raw like celery, or cooked like asparagus or broccoli, to be served with butter, sauces, or au gratin. Sow the seed thinly in rows 1 to 1½ feet apart, cover one-fourth inch with fine soil. Thin to stand 1 foot apart in the rows. **Pkt. 15c.**

ENDIVE

GREEN CURLED. Salad plant with crisp curled leaves of piquant flavor. When ready for use, the outer leaves are bright green, center leaves blanched creamy white. **Pkt. 10c.**

LETTUCE

BIBB. Makes a small head, very crisp and delicious, with smooth, dark green leaves blanching to rich yellow inside. For individual salad bowls, use one head per serving, with French or other tasty dressing. **Pkt. 15c.**

EARLY CURLED. The most widely used leaf lettuce, early and dependable. Plant is large, compact, non-heading. Leaves are light green, frilled, firm, very crisp and tender. **Pkt. 10c; ounce 25c.**

LOS ANGELES MARKET. The most widely used head lettuce, and extensively grown on the Pacific Coast. Plant is dark green and crisp heading, heads well folded and blanched. Our strain is carefully selected. **Pkt. 10c; ounce 25c.**

NEW YORK P. W.-55. All America Selection. A very early lettuce with compact, flattened heads of medium size. Of the Los Angeles Market type, crisp and of fine flavor. Excellent for spring planting in the home garden. **Pkt. 15c; ounce 35c.**

ROMAINE. (Cos Lettuce). Heads up to ten inches tall, with long light green, self-folding leaves with crisp white midribs. **Pkt. 10c; oz. 25c.**

LEEK

AMERICAN FLAG. An early, short, thick-stemmed variety with large green leaves and exceptionally mild flavor. Delicious in soups and salads, also served as a vegetable like onions. **Pkt. 10c; ounce \$1.00.**

KOHLRABI

EARLY WHITE VIENNA. Delicious root vegetable, having tender, fine grained, creamy white flesh. Skin is light green. Sow in August or September for late fall or winter use. **Pkt. 10c.**

ONION

SILVERSKIN OR WHITE PORTUGAL. The most widely used white onion, pure white, flat, and hard, of mild crisp texture and good keeping qualities. An all-purpose onion, splendid for green onions, salad, and storage for winter. May be planted from November to April. **Pkt. 10c; ounce \$1.00.**

RIVERSIDE SWEET SPANISH. The mildest onion in cultivation, popular for slicing, white flesh of pleasing flavor. Very large, globular onion with golden yellow skin, keeps well; immensely prolific. **Pkt. 10c; ounce \$1.00.**

PARSLEY

DOUBLE MOSS CURLED. Compact growing, with finely cut and densely curled leaves of deep green. For garnishing, and for flavoring, this is the favorite variety. **Pkt. 10c; ounce 20c.**

TURNIP ROOTED PARSLEY. Roots of this variety are used for flavoring soups, stews, salads. Roots resemble a slender parsnip, with flavor like celery root. **Pkt. 10c.**

Paul J. Howard's Quality Vegetables

PARSNIPS

FRENCH HALF-LONG. Roots ten to twelve inches long, two to three inches thick at top, pure white, of fine flavor and quality. Sow in deep rich sandy loam, one-half inch deep, pressing soil down firmly. Parsnip seed germinates slowly. Pkt. 10c; ounce 25c.

PEAS

SPECIAL DWARF TELEPHONE. An improved dwarf telephone pea of exceptionally fine quality and flavor. Vines grow to a height of 20 inches, producing large, deep green pods, 5 inches long, containing 8 to 10 peas of delicious quality. Pkt. 10c; 1/2 lb. 25c; lb. 40c.

ALDERMAN. Improved Tall Telephone. Height 5 to 6 feet. Popular market variety that should be grown on poles, using twine between the poles. Vines and pods are dark green, the pods well filled, plump and pointed; peas large and tender, sweet flavored. Resistant to fusarium wilt. Pkt. 10c. 1/2 lb. 25c; lb. 40c.

DWARF EDIBLE POD SUGAR PEA. Also known as Chinese Pea. Produces pods on wiry vines and is unsurpassed for sweetness and flavor. The pods are cooked whole only a few minutes, without shelling, and served with butter. Extraordinarily heavy yielding. Pkt. 10c; 1/2 lb. 25c; lb. 40c.

SPINACH

SUMMER SUCCESS. The best variety for summer use. On moist peat land, this variety will produce crisp tender leaves 14 inches long. Pkt. 10c; ounce 20c.

WINTER BROADLEAF. Splendid winter sort, with large, thick, broad leaves of fine flavor. Pkt. 10c; ounce 20c.

MUSTARD SPINACH

TENDERGREEN. A pleasingly flavored mustard, so mild it is almost like spinach. May be grown in place of spinach during the summer. Leaves are ready to use 3 or 4 weeks after sowing. Pkt. 10c; ounce 20c.

RADISH

CRIMSON GIANT. A superior home variety, large, globular, and always tender, crisp and of mild flavor. Keeps a long time without becoming pithy. Pkt. 10c; ounce 20c.

SPARKLER. Popular radish of outstanding quality. Tops are small, with deep turnip shaped roots, almost globular, and slender tap root. Scarlet with white area around top. Crisp and tender. Pkt. 10c; ounce 20c.

WHITE ICICLE. The best early white variety, with long roots and small tops. Excellent quality, brittle and mild flavored. Pkt. 10c; ounce 20c.

CHINESE ROSE WINTER RADISH. Oval in shape, 6 to 7 inches long, 2 inches in diameter, deep rose with white tip. Flesh pure white, mild, crisp. Pkt. 10c.

RUTABAGA

YELLOW SWEET. Roots large, round, light yellow, purplish at the top. Flesh is yellow, sweet, firm and fine grained. The best table variety. Pkt. 10c; ounce 20c.

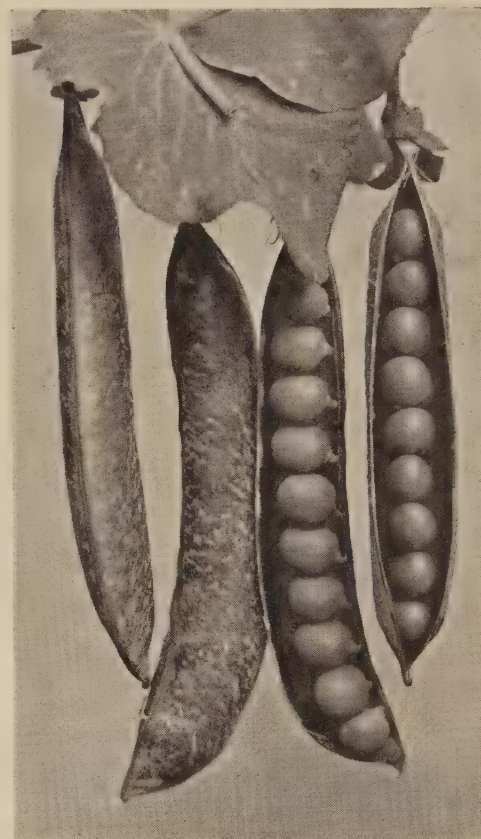
SORREL

NARROW LEAVED. Long narrow leaves of pale green, excellent for salads, soup, or cooked like spinach. Plants will produce leaves of fine quality and flavor for three or four years. Ready for use in two months. Pkt. 10c.

TURNIP

PURPLE TOP WHITE GLOBE. The all-purpose variety for the kitchen garden. Tops are dark green, and make excellent tender greens when cut young. Roots are globe shaped, smooth, the upper part purple, under side white. Flesh is white, crisp, sweet and tender. Pkt. 10c; ounce 20c.

EARLY WHITE SNOWBALL. An early table sort, roots of medium size, white throughout, crisp, tender and sweet. Pkt. 10c; ounce 20c.



SPECIAL DWARF TELEPHONE PEAS

PAUL J. HOWARD'S Vegetable Plants in Plant Band Pots

Now you can set out vegetable plants from our new plant-band pots, and save time and effort.

Plants in plant-band pots are stronger, since each plant has its own root system, fully developed and ready to start growing in your garden. They are economical, too, since there is no loss in planting. Roots are not damaged in transplanting.

Leading varieties of vegetable plants are available in plant-band pots.

For Fall and early Winter Planting:

Dozen	Dozen
Broccoli, Italian Green Sprouting35
Brussels Sprouts35
Cabbage, Danish Ballhead Winter35
Cabbage, Chinese Wong Bok35
Cabbage, Red Rock35
Celtuce (NEW)50
Chard, Lucullus35
Chard, Crimson Rhubarb (NEW)50
Lettuce, Bibb (New)35
Chives each 15c, 3 for 40c.	
Kale, Scotch Curly35
Leek, American Flag35
Lettuce, Los Angeles Market35
Lettuce, Romaine35
Parsley, Moss Curled each 10c;	1.00
Parsley, Hamburg Turnip Rooted each 10c;	1.00

Outside the metropolitan area, where we make delivery, plants are sent by express collect.

HERB PLANTS

Balm, for Beverages, Fruit Cup.
 Basil, Lemon, for Salads, with Tomatoes.
 Borage, for Salads, Garnish, Drink.
 Burnet, for Salads, Sandwiches.
 Chives, for Salads, Soups, Stews, Sauces.
 Dill, for Salads, Pickles.
 Fennel, for Salads, Sauces, Teas.
 Oriental Garlic, for Salads, Mild Garlic Flavor.
 Lemon Geranium, for Sachets for Linens.
 Rose Geranium, for Sachets for Linens, Flavoring Cake, Jelly.
 Lavender, for Sachets for Linens.
 Marjoram, for Soups, Stews, Sauces, Salad, Stuffing.
 Mint, for Sauces, Beverages, Peas & Soup.
 Oregano, for Meat, Spaghetti.
 Parsley, for Garnish, Salads, Soups.
 Rosemary, for Roasts, Sausage, Cake.
 Rue, for Salads, Sandwiches.
 Sage, for Stuffing, Sausage.
 Sorrel, for Vinegar, Salad, Soup.
 Savory, Winter and Summer, for Beans, Salad, Soup.
 Tarragon, for Vinegar, Salad.
 Thyme, English, for Soups, Stews, Stuffing, Carrots.
 Fine established plants, any 10 for \$2.00, Prepaid.
 No deliveries on orders for less than 10 plants.

Mushrooms

AMERICAN GROWN PURE CULTURE SPAWN.

Mushrooms are easily produced in corners of the garden, or in specially prepared beds. The spawn may be crumbled fine and planted in unused sod or grassland, producing a crop of mushrooms of finest quality in a few months. One carton of Pure Culture Spawn will plant 40 square feet. Carton 95c, post-paid.

Our special leaflet, "Mushroom Culture" will be sent free upon request.

Books

ON VEGETABLE GARDENING

Vegetables in the California Garden. Victory Garden Edition. By Ross H. Gast. 50c.
 Gardens for Victory. By Jean Marie Putnam and Lloyd C. Cosper. \$2.50.
 Sunset Garden Book. \$1.00.
 Manual of Home Vegetable Gardening. By Francis C. Coulter. \$2.50.
 Home Vegetable Garden. By Ella M. Freeman. \$1.75.
 Gardening with Herbs. By Helen M. Fox. \$2.50.

We prepay postage on all packets and ounces. Beans, Corn, and Peas, in half pound and pound quantities are sent at purchaser's expense.

Prices include free delivery in delivery district. Plants are sent express collect beyond these points. No orders filled, excepting seeds, for less than \$1.50.

California Flowerland

GLADIOLUS



FREYA

BLUE BEAUTY



MAX REGAR

BEACON

Bagdad. Soft smoky rosy orange. **Dozen, 65c; 100, \$4.50.**

Beacon. Striking bright scarlet with white throat, very tall spikes, many flowers open at once. **Dozen, 90c; 100, \$6.00.**

Betty Nuthall. Rich orange salmon, golden throat; one of the grandest. **Dozen, 60c; 100, \$3.75.**

Black Pansy. Dark glossy red, velvety maroon throat. **Dozen, \$1.00; 100, \$7.50.**

Blue Beauty. A new Paul J. Howard introduction. Magnificent spikes of rich violet blue, distinct from any other. Very early. **Each, 40c; 3 for \$1.00; Dozen, \$3.75.**

Commander Koehl. Huge velvety red. **Dozen, 90c; 100, \$6.50.**

Dr. F. E. Bennett. Vivid flame red. **Dozen, 60c; 100, \$3.75.**

Gold Dust. Length of spike, size of the wide open blooms and clarity of color, place this new variety at the top of yellow gladiolus. The flowers have a wonderful, silky substance, and are very long lasting. Many florets are open at one time. **Dozen, \$1.50; 100, \$8.00.**

Hinemoa. Artistic flowers of deep pink, flaked chocolate crimson, with golden throat. **Dozen, \$1.00; 100, \$7.50.**

Freya. A wonderful new introduction offered for the first time this year. Unique in color, a rich old rose that is very artistic, and especially effective under artificial light. **Dozen, \$1.50; 100, \$10.00.**

Gloria Mundi. Another Paul J. Howard introduction, which we consider the finest pure golden yellow. **Dozen, \$1.00; 100, \$7.50.**

King Arthur. Showy rose-lavender, open frilled flowers, carmine feather in throat. Grand show variety. **Dozen, 85c; 100, \$6.00.**

Max Regar. One of the finest blues. Large flowers of clear light blue, beautifully placed on the spike. **Dozen, 75c; 100, \$5.00.**

Minuet. Fine lavender. **Dozen, 60c; 100, \$3.75.**

Mother Machree. Lovely large flowers of unusual coloring, soft smoky lavender with orange marking in throat. **Dozen, 75c; 100, \$5.00.**

Mr. W. H. Phipps. Tall, gorgeous spikes of rich peach pink. **Dozen, 60c; 100, \$3.75.**

Mrs. Leon Douglas. Huge begonia rose, striped flame. **Dozen, 60c; 100, \$3.75.**

Paradise. Clear apricot. Long spikes of large flowers. **Dozen, 75c; 100, \$5.00.**

Picardy. Showy spikes of salmon flowers. **Dozen, 60c; 100, \$3.75.**

Red Phipps. Magnificent long spikes of brilliant light red. **Dozen, 65c; 100, \$4.50.**

Shirley Temple. Large, beautifully ruffled flowers of heavy texture, creamy white with deeper cream throat. **Dozen, 75c; 100, \$5.00.**

Snow Princess. Huge creamy white of fine substance. Tall straight spikes, often five feet high, with six large florets open at once, perfectly placed on the stems. **Dozen, \$1.00; 100, \$7.50.**

Vagabond Prince. Iridescent smoky garnet, with scarlet blotch. **Dozen, \$1.00; 100, \$7.50.**

White House. Pure, glistening white; free flowering and an excellent keeper. One of the finest, another Paul J. Howard introduction. **Dozen, 85c; 100, \$6.00.**

California Flowerland

GLADIOLUS MIXTURE

An extravagant blend of not only popular varieties, but including finest novelties. We make up this glorious mixture of lovely Gladiolus bulbs to give you a real saving on large quantities.

25 Bulbs for 90c
100 Bulbs for \$3.50
250 Bulbs for \$7.50

California Flowerland Multiflora



PAUL J. HOWARD'S New Method Bedding Plants

In Our Wonderful New Plant Band Pots

At last, bedding plants of highest quality, grown from our own selected seed, reliable separate colors of your own choice.

Now Priced So You Can Grow Them in Quantity.

EASY TO BUY

See how easy they are to carry in these handy trays of 25 individually grown plants. Note the uniform, full development of each plant.

PLANTS IN PLANT BAND POTS ARE STRONGER

Each has its own root system, not tangled up with others as are flat grown plants.



Price of the following Bedding Plants, except where noted: 25 for 75c; 100 for \$2.50.

For descriptions, see Seed List.

Snapdragon, all varieties.

Alyssum, Violet Queen.

Alyssum, Little Gem.

Bellis, English Daisy.

Calendula, All varieties.

Didiscus, Blue Lace Flower. A lovely soft blue annual for cutting.

Dimorphotheca, (African Daisy)

Godetia, Tall Double Mixed.

Godetia, Dwarf Sybil Sherwood.

Larkspur, Cockade type.

Canterbury Bells, (Annual) Rose, blue, violet, white, and mixed.

Candytuft, White Hyacinth Flowered.

Bachelor's Buttons, Blue, pink, mixed.

Sweet Sultans, Lavender, rose, yellow, and mixed.

Painted Daisy, Merry Mixture, Eldorado, and double mixed.

Clarkia, Mixed.

Linaria maroccana, (Wild Snapdragon)

Iceland Poppy, All varieties.

Phlox drummondii, Rosy Morn, Salmon Glory, Red Glory, Art Shades, Annual Mixed, and Dwarf Mixed.

Scabiosa, All varieties, all colors.

Stocks, Giants of California, Separate colors and mixed. See below for Hi-Double Stocks.

Virginia Stock, Mixed.

VIOLA

Arkwright Ruby, **Blue Perfection**, **Papilio**, **Chantryland**, **White Perfection**, **Yellow Perfection**.

Price of Violas, 25 for 85c; 100 for \$3.00.

PRIZE PANSIES

The finest strains of Pansies, **Swiss Giants** (Roggli) **Mixed**, and **Swiss Blue**, **Red**, **Yellow**, **Raspberry Rose**, and **Deep Violet**.

Price: 25 for 85c; 100 for \$3.00.

BABY PRIMROSE

Primula Malacoides, Charming for shade, with masses of feathery flowers. Improved new colors, pink, salmon, lavender and red.
Price: 25 for 85c; 100 for \$3.00.

MAIL ORDERS

We ship plants in plant band pots by express, carriage charges collect. Because the roots are so well developed and protected, safe delivery is assured.

We cannot fill orders for plants for less than \$1.50.

California Flowerland HI-DOUBLE WILT-RESISTANT

STOCKS

Introduced by us last year, this valuable new strain was such an instant success that we could not grow enough plants to keep up with the demand. Originally developed by Dr. W. E. Lammerts of the University of California at Los Angeles, from a discovery by Dr. H. B. Frost at Cornell, it is offered again exclusively by Paul J. Howard's. We have developed new colors to add to the mixture, and now offer four new separate colors, **Ruby Red**, **Copper Rose**, **Royal Purple**, and **Plum**.

Now you can count on growing successfully, beds of really double Stocks. Plants of this remarkable new strain have shown such a marked resistance to fungus attack that beautiful beds of them were had in full flower for long wet winter seasons in gardens where owners previously had despaired of raising Stocks. Now enjoy the beauty and fragrance of lovely Stocks all winter and spring.

Price of Hi-Double, Wilt-Resistant Stocks: 25 for 85c; 100 for \$3.00.

New Separate Color—Hi-Double Stocks "RUBY"



CINERARIAS

This magnificent new strain, with intense colors, rugged, shapely plants, is ideal for display beds and for growing in pots. The masses of bloom completely cover the compact plants, making a riot of color. Plant them freely under trees, on the north side of the house or any shady situation. **Mixed Colors**, including brilliant blues, reds, rose, pink, and two-toned effects.

PRIZE CINERARIAS GIANT FLOWERED

Without a peer for glorious color and the huge size of blossoms, which are borne in immense heads. **Mixed**, or separate color shades of **red**, **pink** and **salmon**, **blue**, and **zonal** type.

Price of any of the above Cinerarias in plant band pots: 25 for \$1.35; 100 for \$5.00 (dozen 75c).



Paul J. Howard's FLOWER SEEDS for

Vast fields and trial beds of seasonal flowers make a spectacular sight at California Flowerland the year around, and attest the quality of Paul J. Howard's California-grown flower seeds. Instructions for planting are given on all packets. All flower seeds are sent prepaid anywhere in the United States. Please add 3% sales tax to all orders to be sent or delivered in California.

SNAPDRAGON

ANTIRRHINUM

Magnificent showy bedding plants, easily raised from seed, blooming from mid-winter until summer. They are splendid for massing in borders, and unexcelled as cutflowers.

We offer only the Rust Resistant strains, in the various types of Snapdragons in a marvelous range of colors.

MAXIMUM TYPE (about 3 feet tall)

Alaska. Snowy white.

Canary Bird. Bright yellow.

Cattleya. Beautiful orchid color.

Crimson. Fiery crimson.

Indian Summer. Velvety orange-scarlet.

Salmon Rose shades.

Finest Mixed of above.

DWARF MAGIC CARPET. A new dwarf or Tom Thumb variety of creeping habit, growing only six to eight inches tall, with masses of short flower spikes of soft pink, salmon, and orange rose colors. Lovely for the foreground of a border planting, and for rock gardens. **Packet 25c.**

SUPER-MAJESTIC TYPE

SNAPDRAGONS

A magnificent new group, with unusually fine flower spikes, for bedding and cutting. 1½ to 2 feet.

Autumn Glow. Old rose suffused amber.

Harmony. Terra cotta and yellow, shaded rose.

Orange Shades. Rose, overlaid golden orange.

Rose Shades. Shades of rich begonia-rose.

Shasta. Pure white.

Silver Pink.

Superb mixture of above and other rare colors.

ROSALIE. Very large flowers, intense rose-pink, with deeper center, suffused with gold. Plants have a strong central stem, with ten to twenty lateral spikes, especially fine for cutting.

Prices of all Snapdragons: Packet 25c. Five packets for \$1.00.

ALYSSUM

Highly useful for beds, baskets, edgings and covers for bulb beds, sweetly scented.

Violet Queen. Very dwarf, compact, with pretty bright violet flowers. Makes a showy carpet or edging plant. **Packet 25c; oz. \$1.00.**

Little Gem. Dwarf, compact, pure white, best for edgings. **Packet 10c; ¼ oz. 20c; oz. 60c.**

Carpet of Snow. New, very dwarf and compact, only 2½ inches high; becomes a mass of snow white. **Packet 15c; oz. 75c.**

Little Dorrit. Very compact, 6 inches high, white flowers. **Packet 15c; oz. 75c.**

Lilac Queen. Deep lilac. **Packet 15c; oz. 85c.**

ANEMONE

Giant French, Single Mixed. (Bulbous). We offer a fine strain of seed of these favorite winter and spring flowering plants in a colorful mixture of crimson, rose, blue, purple and white. **Packet 25c.**

CANDYTUFT

Low growing annual, with erect racemes of small fragrant flowers. For edgings, bedding and cutting. **Carmine, Crimson, Flesh Pink, Lilac, and White.** **Packet 15c; oz. 40c.**

Giant White Hyacinth Flowered. Long spikes of large, pure white flowers. **Packet 15c; oz. 75c.**

BACHELOR'S BUTTONS

CENTAUREA cyanus. Cornflowers. Favorite annuals, growing in any garden soil. We offer the giant double flowered strain, with more vividly colored flowers. **Blue, Rose, Mixed.** **Packet 10c.**

CENTAUREA Imperialis. Sweet Sultans. Beautiful flowers of thistle-like form, sweetly scented, produced on long straight stems, lovely for cutting. **Lavender, Rose, White, and Mixed Colors.** **Packet 15c.**

CENTAUREA suaveolens. Yellow Sweet Sultan. **Packet 15c.**

PRIZE CINERARIAS

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place in spring.

PAUL J. HOWARD'S PRIZE. Besides our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. **Packet 50c.**

PAUL J. HOWARD'S PRIZE, NEW ZONAL TYPE. A mixture of the large flowered type with light eye or zone in the center. **Packet 50c.**

STELLATA AND CRUENTA HYBRIDS. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. **Packet 25c.**

SNAPDRAGONS

Indian Summer

Canary Bird

Salmon Rose

ORNAMENTAL CABBAGE

Striking plant, having large ruffled leaves that show conspicuous veins and shading of purple or white. Highly ornamental in pots or flower arrangements. Plant seed in flats or seed bed in open ground. Do not have soil too rich, or large coarse heads will result. Transplant when plants have 4 or 5 leaves. Colors and shading often appear late in the leaves. **Packet 50c.**

CALENDULAS

Pot Marigolds. Easily grown, free flowering annuals, showy for bedding and favorites for cutting.

Orange King. Bright orange with dark eye. **Packet 10c.**

Lemon Queen. **Packet 10c.**

Ball's Gold. Very large deep golden yellow, dark center. **Packet 15c.**

Campfire. Extremely large flowers of deep orange, with scarlet sheen; long stemmed. **Packet 15c.**

Chrysanth. Buttercup yellow flowers with incurved petals loosely arranged. **Packet 15c.**

Orange Sunshine. Chrysanth type flowers of bright orange. **Packet 15c.**

Orange Fantasy. Coppery orange, petals edged mahogany red. **Packet 15c.**

Yellow Colossal. Extra large flowered chrysanth type; very free bloomer. **Packet 25c.**

Twilight. Lovely soft cream color, very large. **Packet 25c.**

CLARKIA

Attractive free flowering annual, of easy culture, for bedding, borders and cutting. Long leafy stems covered with dainty flowers, like sprays of peach blossoms. **Apple Blossom Pink, Carmine, Copper Scarlet, Orange Scarlet, Scarlet, Purple, White; and Mixed Colors.** **Packet 15c.**

PINKS

Dianthus. Favorites for borders and beds, with bright, fragrant flowers.

Sweet Wivelsfield. Like Sweet William, but with larger, showy flowers in wide range of colors. Very early, blooms over a long period. **Pkt. 15c.**

Dianthus Winteri. Perennial, everblooming, with large single fringed flowers, including pink, red, rose, and white, many with contrasting zone in center. **Packet 25c.**

Dianthus Plumarius. Clove Pinks. We have both **Single Mixed and Double Mixed.** **Packet 15c.**



ENGLISH DAISIES FOR LOW BORDERS

DAINTY CLARKIAS



California Flowerland FALL PLANTING

BLUE LACE FLOWER

Didiscus. Lacy, sky-blue blossoms on long stems like Scabiosa, pretty for cutting. **Packet 15c.**

ENGLISH DAISY

Bellis. Giant Double. Rose, Red, White or Mixed. **Packet 25c.**

PAINTED DAISY

Bushy plants resembling Marguerites, with daisy-like flowers in many colors, with contrasting zones and centers. Easily grown, free-flowering, and splendid cutflowers.

Eldorado. Golden yellow with dark eye. **Packet 15c.**

Tricolor. Finest Mixed. Shades of yellow, bronze, scarlet, copper, rose, and purple. **Packet 15c.**

Double Annual Chrysanthemums. Showy and effective cutflowers that last well in water. **White, Yellow, Purple, Scarlet, in mixture only. Packet 15c.**

GAZANIA

Sow seed of this perennial any time of year.

HOWARD'S NEW EVERBLOOMING PADRE HYBRIDS

A wonderful new strain of this showy flower, twice the size of ordinary Gazanias, ranging from cream, buff and yellow shades to deep orange, salmon, rose, and maroon, some oddly marked and zoned with olive green, brown or cinnamon red.

Gazanias require an open sunny position with good drainage, plenty of water, and occasional applications of fertilizer. **Packet 35c.**



PAINTED DAISIES

CALENDULA CAMPFIRE



AFRICAN GOLDEN DAISY

Dimorphotheca

Showy in beds and borders, blooming quickly from seed sown in pulverized soil, in sunny location.

Golden West, bright yellow; **Aurantiaca,** orange; **Salmon Beauty,** soft salmon pink; **Mixed Colors. Packet 10c; 1/4 oz. 40c.**

BABY BREATH

Gypsophila. Paniculata. Single white. **Packet 15c. Double Snow White. Packet 25c.**

GODETIA

Gay, showy annuals especially suited to half-shady locations; popular as cutflowers because of their lasting qualities and bright, azalea-like flowers.

Duke of York. Single crimson, white center. **Packet 15c.**

Kelvedon Glory. New. Glowing salmon orange. Semi-dwarf, fine for bedding. **Packet 15c.**

Delicata. Semi-dwarf plants covered with masses of rose pink single flowers, shading to blush pink. **Packet 25c.**

Sybil Sherwood. Dwarf plants covered with azalea-like flowers of soft salmon pink. **Packet 15c.**

Dwarf Double, Mixed Colors. Packet 15c.

Tall Double, Mixed Colors. Packet 15c.

HOLLYHOCKS

Hollyhocks. Showy, tall growing perennials for the border. If sown in the fall, they will flower in spring.

Giant English Doubles—Chamois, Deep Rose, Maroon, Newport Pink, Salmon, Scarlet, Yellow, White. Packet 15c.

Single Early Flowering. Large, hibiscus-like flowers of satiny texture. Mixed Colors. **Packet 15c.**

Double Begonia Flowered, Pastel Mixed. Grows about 5 ft. tall, with huge double fringed flowers. Lovely light pastel shades. **Packet 25c.**

LARKSPUR

LARKSPUR. Cockade Type. An improved strain of the base branching Giant Imperial Larkspur producing a more symmetrical plant, with taller flowering spikes and closer spaced double florets. Showy and beautiful for massing in the garden, and exquisite for cutting.

Blue Cockade. Pink Cockade.
Cinnabar Cockade. Sapphire Cockade.
Rose Cockade. Violet Cockade.

White Cockade.

Cockade Mixed. Above named varieties.

Lilac King. Base branching plants, many long spikes covered with double florets; clear lilac.

Pink King. Like the above, lovely salmon rose.

Price: Packet 25c; 5 packets for \$1.00.

LINARIA

LINARIA. Baby Snapdragons. Pretty annuals with small dainty flowers resembling miniature Snapdragons. Attractive in borders for cutting.

Maroccana Hybrids, Mixed. Bright colors, crimson and rose shades, gold and blue. **Packet 10c; ounce, 50c.**

MIGNONETTE

Sow almost any time; blooms best in cool weather.

MIGNONETTE. Prized for its fragrance. Ours are the finest florists strain, for cutflowers.

Machet Golden. Rich yellow.

Machet Goliath. Large red spikes.

New York Market. Creamy white and gold.

Price: Packet 15c.

NIEREMBERGIA

CUP FLOWER

Nierembergia coerulea. Very dwarf, compact little border plant, with grey-green foliage, covered with masses of lovely cup-shaped flowers of lavender blue almost the year around. **Pkt. 25c.**

Nierembergia Purple Robe. Deep violet blue, several shades darker than the Blue Cup Flower; does not fade in hottest sun. **Packet 25c.**



CALIFORNIA FLOWERLAND DELPHINIUMS

DELPHINIUM

Fall sowings make large blooming plants in early spring, followed by plentiful summer bloom.

California Flowerland Pacific Giant Hybrids. Magnificent towering spikes of marvellous beauty, make a wonderful display at California Flowerland. From the finest plants in these flower beds, our seed was selected, in separate colors and color blends.

Deep Blue Shades, Medium Blue Shades, Light Blue Shades, Lavender Pastels, including Pink Tones, Violet Shades, Giant White. Packet of 100 seeds, 50c; 250 seeds, \$1.00.

DELPHINIUM BELLADONNA. Light Blue. **Pkt. 25c.**

DELPHINIUM BELLADONNA. Deep Blue. **Pkt. 25c.**

MYOSOTIS

MYOSOTIS. Forget-Me-Not. They bloom early, in cool, moist situations.

Blue Bird. The finest variety, strong growing, free flowering, shapely and of the richest deep blue. **Packet 25c.**

CALIFORNIA POPPY

ESCHSCHOLTZIA

The Golden Poppy of California, will grow anywhere, producing a brilliant display of gold and orange flowers in spring.

AURANTIACA. The true California Poppy. **Packet 10c; oz. 35c.**

NEW HYBRIDS, Mixed. New shades of orange, salmon, scarlet, cream and yellow. **Packet 15c.**

CALIFORNIA FLOWERLAND CHOICE DOUBLE MIXED. Orange, yellow, white, rose shades, in a well balanced mixture. **Packet 25c.**

ICELAND POPPY

PAPAYER NUDICAULE

Lovely poppies for cut flowers, lasting a long time. Seed may be sown any time. Excellent for winter and spring flowers, if sown in fall.

EMPEROR. Finest orange, large fluted petals.

EMPRESS. Giant salmon rose and pink shades.

YELLOW WONDER. Giant yellow, long stems.

WHITE WONDER. Huge white, yellow stamens.

CALIFORNIA FLOWERLAND HYBRIDS. Exceptionally fine mixture, giant flowered, yellow, orange, salmon, rose and white shades. **Pkt. 25c.**



California Flowerland

Orchid Flowering WINTER SWEET PEAS

AMERICAN BEAUTY. Crimson rose.
AMETHYST. Royal purple.
AVIATOR. Crimson scarlet.
BACCHUS. Deep red maroon.
BALL'S ORANGE. Glowing orange.
BLUE BONNET. Clear deep blue.
BRIDESMAID. Large silvery pink.
CATTLEA. Rich lilac.
CHIME. Fine light salmon pink.
EILEEN. Salmon rose.
EXPOSITION PINK. Rich clear pink.
FRAGRANCE. Clear lavender.
GLITTERS. Fiery cerise.

GRENADIER. Bright scarlet.
IMPROVED HOPE. Mammoth white.
JOSIE. Deep rose pink.
LAVANDA. Large lavender.
ORIENTAL. Deep cream.
RAMONA. Luminous coral rose.
RHUMBA. Golden cerise.
ROSE PICOTEE. White, salmon-rose edging.
SEQUOIA. Golden salmon.
SHIRLEY TEMPLE. Soft rose pink.
SWEET BRIAR. Mammoth rose pink.
TAHOE. Medium blue.

Price of all Winter Flowering
Sweet Peas: Pkt. 15c; 1/2 oz.
35c; 1 oz. 65c, postpaid.

COLLECTION

6 packets Paul J. Howard's Winter
Flowering Sweet Peas, separate col-
ors, and one package NITRA-
GIN Inoculant, postpaid, for **75c**

PHLOX DRUMMONDI

ANNUAL PHLOX

Seed of Annual Phlox may be sown the year 'round.

Unexcelled for a continuous show of color, seed may be sown the year around.

GIGANTEA STRAIN. Huge flowers with white eye, in showy flower heads; early, free flowering. **Rosy Morn,** brilliant rose, **Salmon Glory,** Red Glory, and **Mixed Shades.** Packet 25c.

GRANDIFLORA STRAIN. For bedding and cut flowers. **Flesh Pink,** Rose, **Crimson,** **Scarlet,** **Lilac,** **Violet,** **White,** and **Mixed Colors.** Packet 15c, 6 packets for 75c.

DWARF PHLOX. Grows 4 to 6 inches high, splendid for low borders and beds. **Fireball,** scarlet, **Snowball,** white, and **Mixed Colors.** Packet 25c.

SCABIOSA

PINCUSHION FLOWER

Seed may be sown the year 'round.

BLUE MOON. Very large flowers of rich lavender-blue, with broad wavy petals. Packet 25c.

ROSETTE. Beautiful deep rose, suffused with salmon; especially fine as a cutflower. Pkt. 25c. **Azure Fairy,** **Crimson,** **Rose,** **Snow White,** **Ageratum Blue,** **Blackish Maroon,** **Salmon Shades,** **Peach Blossom Pink,** **Mixed Colors.**

Price of above Colors: Packet 15c.

STATICE

Perezii. Panicles of rich blue everlasting flowers. Everblooming, large decorative deep green leaves. Packet 15c.

Caspia. Showers of misty and tiny pale lavender flowers on graceful stems. Splendid to mix with cut flowers. Packet 25c.

STOCKS

PAUL J. HOWARD'S GIANTS OF CALIFORNIA. A giant flowered, very early strain of this handsome winter bedding plant. Grows 2 1/2 to 3 feet tall, and produces long spikes, thickly set with immense individual florets in rich velvety shades. Splendid for the garden and for cutflowers.

GOLDEN GATE. Soft yellow.

MOJAVE. Huge flowers of velvety purple.

MONTEREY. Fine pink.

PACIFIC. Blue.

REDWOODS. Blood red.

SANTA BARBARA. Chamois.

SANTA MARIA. Pure white.

SEQUOIA. Rose carmine.

TAHOE. Fine lavender.

YOSEMITE. Deep rose.

Mixture of Above Colors,

Prices: Pkt. 25c. 5 Pkts. for \$1.00.

BEAUTY OF NICE STOCKS. A lovely strain of winter-flowering Stocks, of compact habit, about 18 inches high, with graceful flower stems; especially fine for bedding.

Aurora. Cream, tinted pink; **Canary Yellow,** **Flesh Pink,** **Light Blue,** **Blood Red,** **Old Rose,** **Rose Pink,** **White,** **Mixed Colors.**

Prices: Pkt. 15c; 1/2 pkts. for 75c.

STRAWFLOWERS

Helichrysum (Everlasting). The most popular and attractive of all strawflowers, grows anywhere. Very large flowers on tall stems. **Canary Yellow,** **Crimson,** **Purple,** **Rose,** **Salmon,** and **Mixed Colors.** Packet 15c.

BUTTERFLY FLOWER

SCHIZANTHUS. CALIFORNIA FLOWERLAND MIXED. Beautiful bushy plants covered with dainty orchid-like flowers, delicate pink, lilac, cream and white, marked with contrasting colors. Packet 25c.

VERBENA

GIGANTEA HYBRIDS

A magnificent strain of Verbenas, free flowering, and of robust compact growth. Giant flowerheads of lovely fragrance. Easily grown in ordinary soil, requiring but little water.

Etna. Geranium red, white eye.

Lavender Glory. Cream eye.

Royale. Royal blue, cream eye.

Salmon Pink. Giant salmon with white eye.

White. Pure white.

Mixed Colors.

Price: Packet 15c.

Royal Bouquet. Bushy upright plants, 12 to 15 inches high, with large flowers on long stems, auricula eyed, in brilliant colors. **Finest Mixed.** Packet 15c.

PRIZE PANSIES

PAUL J. HOWARD'S SUPER SWISS GIANTS. This is most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved. Packet 50c.

SWISS GIANT BLUE. (Thuner Sea). Immense deep blue flowers with blue-black centers.

SWISS GIANT RED. (Alpenglow). Rich shades of cardinal and garnet.

SWISS WHITE. Pure white.

SWISS GIANT YELLOW. Rich yellow with dark brown blotches on the lower petals.

CORONATION GOLD. Large flowers of canary yellow, the lower petals flushed golden orange, slightly ruffled.

Price of the above, Packet 35c.

CALIFORNIA WILDFLOWERS

Brighten corners and vacant areas with these colorful native flowers. Sow seed just after first rains.

Mixture No. 1. For sunny places, contains over 20 varieties of California Wildflowers. Packet 25c; ounce 50c; pound \$5.00.

Mixture No. 2. For shady spots. Packet 25c; ounce 75c; pound \$7.00.

VIRGINIA STOCKS

Sow seed from September first on. Plants bloom in a few weeks.

VIRGINIA STOCK. **Malcolmia maritima.** Pretty low-growing annuals, 8 inches high, for low borders or for covering bulb beds. Small bright flowers resembling stocks are produced over a long season. **Red,** **Rose,** **White,** and **Mixed.** Packet 15c.

VIOLAS

Sow seed the same as Pansies.

VIOLA CORNUTA. Tufted Pansies. These charming Violas produce a lovely display of color from late fall until midsummer, and are unequalled for bedding and borders.

Blue Perfection. Porcelain blue.

White Perfection. Pure white.

Chantrelay. Pure apricot.

Arkwright Ruby. Ruby crimson.

Lutea Splendens. Bright golden yellow.

Papilio. Light blue, white lower petal.

Papilio Dark. Deep violet, white lower petal.

Mixed Violas. Blue, yellow, and apricot shades.

Price of above: Packet 25c.

WALLFLOWER

WALLFLOWER. Early annual, with double flowers, sweetly scented, in rich shades of yellow, gold, and brown. Blooms in three months from seed. Packet 15c.

WALLFLOWER. English Type. Spikes of fragrant flowers, brown, orange, and yellow shades on bushy plants; splendid for shady situations. **Single Mixed.** Pkt. 15c. **Double Mixed.** Pkt. 25c.

SUPER SWISS GIANT PANSIES



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

QUANTITY	DESCRIPTION	PRICE	TOTAL
AMOUNT BROUGHT FORWARD			
Date _____			
SHIP TO _____			
CITY _____			
STATE _____			
ADDRESS _____			
IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTES _____			
Postage _____			
Sales Tax 3 % in California No Tax out of California			
Total			
CHECK YOUR ADDITION CAREFULLY			

MESSAGE

Compute California State Sales Tax as follows:

1c	to	14c	no tax
15c	to	49c	1c
50c	to	83c	2c
84c	to	\$1.16	3c
\$1.17	to	1.49	4c
1.50	to	1.83	5c
1.84	to	2.16	6c
2.17	to	2.49	7c
2.50	to	2.83	8c
2.84	to	3.16	9c
3.17	to	3.49	10c
3.50	to	3.83	11c
3.84	to	4.16	12c
4.17	to	4.49	13c
4.50	to	4.83	14c
4.84	to	5.16	15c
5.17	to	5.49	16c
5.50	to	5.83	17c
5.84	to	6.16	18c
6.17	to	6.49	19c
6.50	to	6.83	20c
6.84	to	7.16	21c
7.17	to	7.49	22c
7.50	to	7.83	23c
7.84	to	8.16	24c
8.17	to	8.49	25c
8.50	to	8.83	26c
8.84	to	9.16	27c
9.17	to	9.49	28c
9.50	to	9.83	29c
9.84	to	10.16	30c

Add 1c tax for each 33c in amount.

Additional Order Blanks furnished on request.

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

ORDER SHEET

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 NATIONAL BLVD., LOS ANGELES, CALIF.

TELEPHONES: Los Angeles—ASHley 4-2951
West Los Angeles—ARizona 3-1171 - Santa Monica—4-2755

Order Number

Amount Enclosed

Ship By

Date....., 194.....

SOLD TO

P. O. ADDRESS

CITY

STATE

Please Write or Print Plainly

Note: Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill in if Shipping Address is Different From Mail Address

IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTE?

QUANTITY

DESCRIPTION

PRICE

TOTAL

Postage

Sales Tax No Tax out of California

Total

CHECK YOUR ADDITION CAREFULLY

MESSAGE

Compute California
State Sales Tax
as follows:

10	to	149	no tax
150	to	249	2%
250	to	349	3%
350	to	449	4%
450	to	549	5%
550	to	649	6%
650	to	749	7%
750	to	849	8%
850	to	949	9%
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3550	to	3649	36%
3650	to	3749	37%
3750	to	3849	38%
3850	to	3949	39%
3950	to	4049	40%
4050	to	4149	41%
4150	to	4249	42%
4250	to	4349	43%
4350	to	4449	44%
4450	to	4549	45%
4550	to	4649	46%
4650	to	4749	47%
4750	to	4849	48%
4850	to	4949	49%
4950	to	5049	50%

Postage

Sales Tax 3% in California
No Tax out of California

Amount Forward

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D.
All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

Check
Addition
Carefully

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITH(OUT) NOTICE



AMARYLLIS BELLADONNA

Amaryllis Belladonna

This grand garden subject produces its showy clusters of fragrant blossoms on two-foot stalks, after the foliage has died down in late summer. Left undisturbed in the garden, they bloom regularly year after year, with almost no care except watering. Splendid for cutting and garden decoration.

Huge Bulbs, 3 for 65c; dozen \$2.25; 100, \$18.50 (not postpaid)

Rare Hardy Amaryllis

Lycoris squamigera. This flower has the advantage of being hardy enough to stand winters throughout the East. Flowers are similar to A. Belladonna.

Each \$1.00; 3 for \$2.50. (not postpaid)

Giant Amaryllis Hybrids

Red Shades. Crimson, carmine, and deep red self colors.

Scarlet Shades. Brilliant scarlet, orange scarlet self colors.

Rose and Pink Shades. Soft tones of clear self colors.

White Ground, with pink and red stripes.

Price of enormous bulbs of the above colors:
Each, 75c; 3 for \$2.00; dozen, \$7.50.

Rare White Amaryllis. Nearest approach to pure white, without stripes.
Each \$1.00; 3 for \$2.70; dozen, \$10.00.

Giant Amaryllis Hybrids. Mixed Colors. This mixture contains all available colors. **3 for \$1.00; dozen, \$3.50.**

PAUL J. HOWARD'S
California Flowerland

Giant Amaryllis Hybrids

Among the most sensational flowers of the entire plant kingdom, for garden and pot culture, the blooms often attain the amazing diameter of nine to ten inches and over. The immense flowers are of model form, with great brilliancy and range of coloring, from pure white ground with markings of other tints, to dazzling scarlet, crimson, maroon, rose carmine self colors. In addition to our glorious mixture, we now offer bulbs in separate shades.

Plant Amaryllis in rich soil with sunny exposure, with neck of bulb just above the surface. (Bulbs planted deep will not bloom). They soon make large clumps. For pot culture, use a 7- or 8-inch pot, with a light, friable rich soil mixture. Keep in a cool shady place until roots develop, then remove to more sunny exposure, or to living room window, if desired for indoor culture.

Bulbs ready in November, may be planted until April first.

GIANT
AMARYLLIS



PAUL J. HOWARD'S
California Flowerland

11700 National Boulevard,
LOS ANGELES



There Is Always Peace In Your Garden